



## **Land Use Plan: Big Questions**

**Focus for tonight, discussion of overall approach to growth regarding:**

- **Residential Growth Areas**
- **Neighborhood Retail**
- **Walkable Communities**
- **Transit Oriented Development**
- **Housing Diversification**
- **Community Node Concept**



## **Land Use Plan: Big Questions**

### **Residential Areas**

**Will any residential growth be directed to existing residential areas?**

**How should interest in transit oriented development respond to planned bus rapid transit routes?**

**Should attached residential housing types be allowed within the immediate Metro station areas, or even the standard half mile walk radius to the station?**



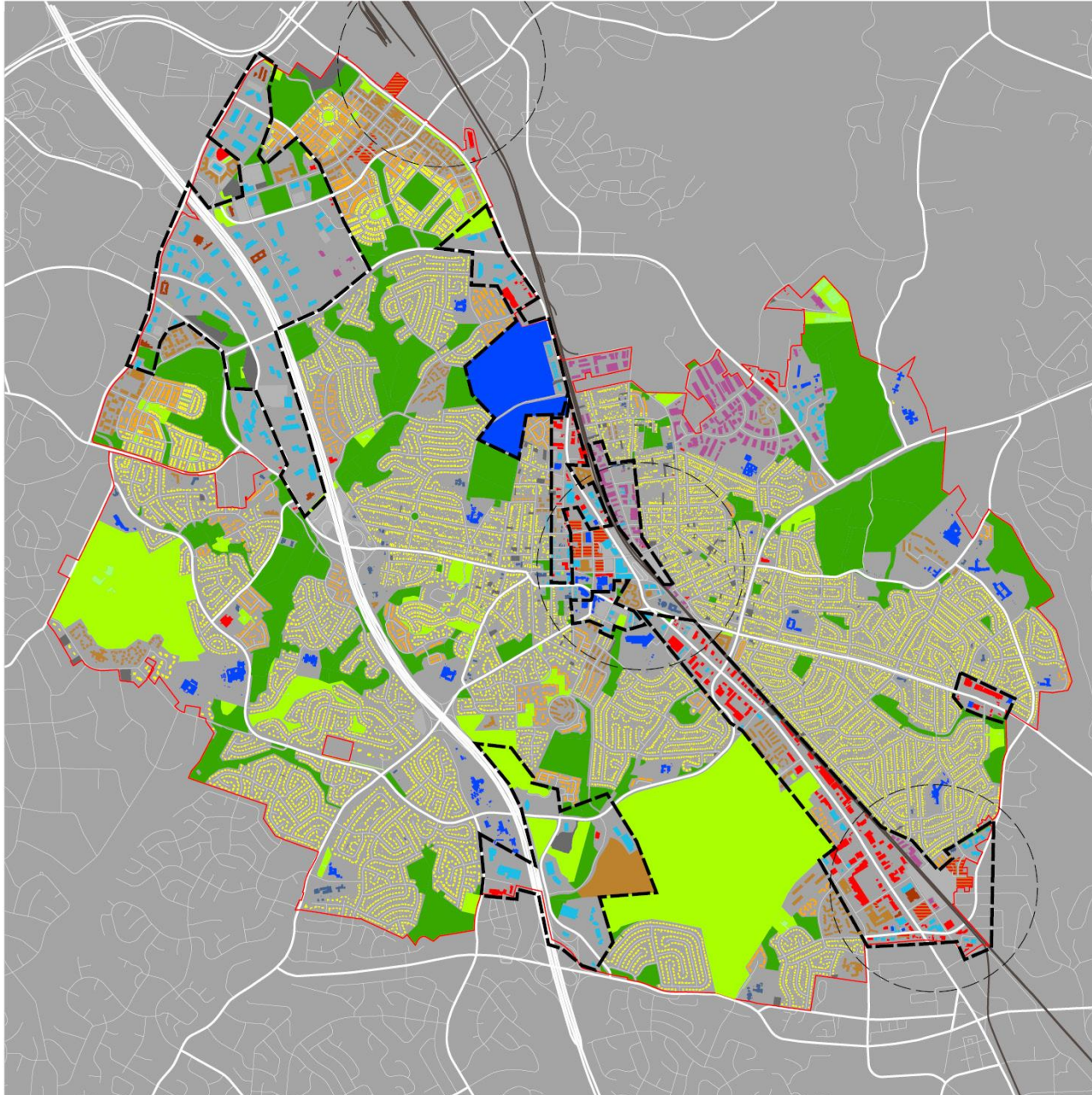
## **Land Use Plan: Big Questions**

### **Residential Areas**

**How can the plan respond to the desire for more walkable neighborhoods?**

**How can the plan reflect a need for neighborhood retail even as market demand and competition puts older shopping centers at a disadvantage?**

## Growth Scenario One: Commercial Areas Only



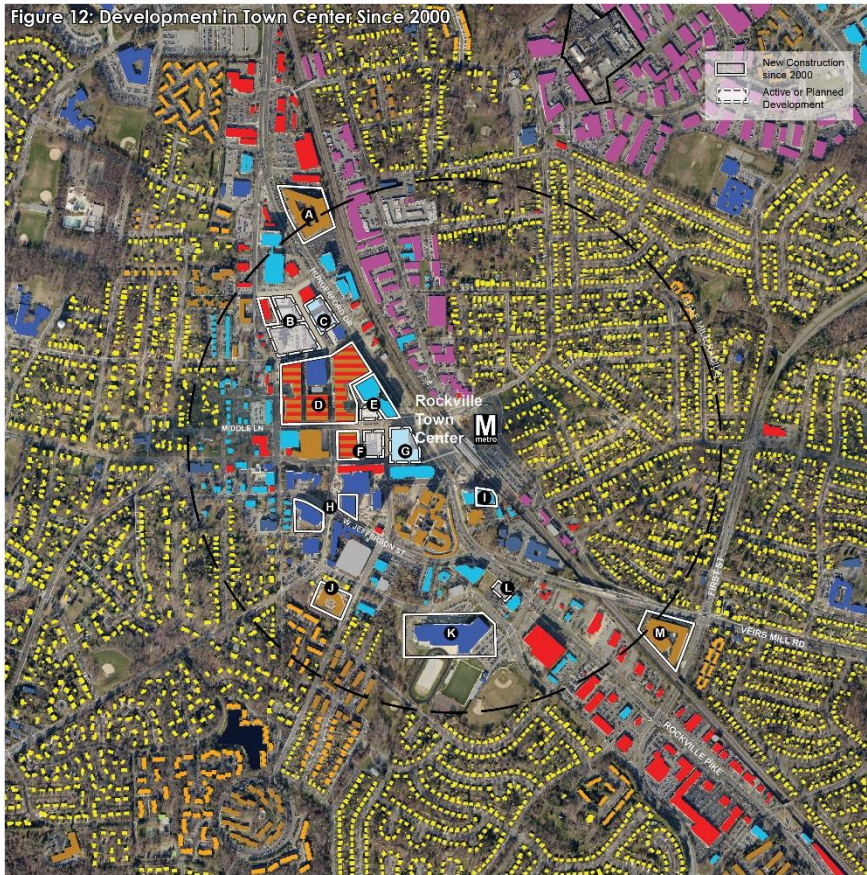
Current policy based on 2009 zoning

1. Residential growth, i.e, additional units or density, is allowed only on commercial property.
2. Future land use in commercial areas is laissez-faire, with big areas designated as 'mixed' in MX zones.
3. No office or retail is required in MX zones.
4. No residential growth is allowed in existing residential areas.
5. No new walkable, neighborhood retail is planned.
6. No easing of accessory dwelling unit (ADU) regulations.
7. New road network only in commercial redevelopment areas.



# Growth Scenario One: Commercial Areas Only

Figure 12: Development in Town Center Since 2000



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## Rockville Town Center

Rockville's Town Center has been transformed since adoption of the Town Center Master Plan in 2001. Over a dozen major development projects have added hundreds of new dwelling units, while new courts and private office space confirm Rockville as a major employment center. Continued growth in the Town Center is underway north of Beall Avenue, with implementation of the second phase of the master plan focused on extension of Maryland Avenue to Dawson Avenue. Three development projects are under construction or nearing groundbreaking in this area and frontage along MD 355 is also planned for redevelopment. Construction on the last infill sites on former parking lots between Middle Lane and East Montgomery Avenue will be complete in the next few years. Most of the new space in these projects is for residential use. At this time there are not any pending projects to create new office space in the Town Center, but there is an approval for additional office space in the Rockville Metro Place project near the corner of MD 355 and East Middle Lane.

- A** The Fitz: 280 condominium units, 2003
- B** North of Beall: two story retail/office, 2015; 275 apartments (unbuilt); 195 senior living apartments (unbuilt)
- C** 414-416 Hungerford, planned redevelopment
- D** Town Square: mixed use, 649 apartments, library, grocery, retail, 2006
- E** Rockville Metro Plaza: 400,000 sq. ft. office, sq. ft., 2013; approved addition 183,000 sq. ft. office/retail (unbuilt)
- F** The Upton: 263 apartments, 2015; Cambria Suites hotel, 140 rooms, 2015; approved second phase 400 apartments with retail (unbuilt)
- G** 255 Rockville: planned redevelopment, office/retail
- H** District Court of Maryland 2010; Montgomery County Circuit Court, 2012
- I** Church St: 93,000 sq. ft. office, 2007
- J** Victory Court Senior Living, 2013
- K** Richard Montgomery High School, 2005
- L** Sandy Spring Bank, approved phase two, 126,000 sq. ft. office/retail (unbuilt)
- M** Westchester at Town Center, 192 apartments, 2009



57



# Growth Scenario One: Commercial Areas Only



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## Twinbrook Metro Station Area

One of Rockville's fastest growing places is the Twinbrook Metro station area, on both sides of Rockville Pike and the CSX railroad tracks. Since the turn of the century nearly 1500 dwelling units have been constructed in the Twinbrook station area, with hundreds more approved or planned. These units are primarily in the form of apartments, some as part of mixed use projects with ground level retail space.

Walk access to the Metro station is a key attraction. Construction of a Metro parking garage and reconfiguration of access on the east side of the station made infill development possible on former commuter parking lots, more than 30 years after the station opened in 1984. Existing zoning permits continued redevelopment and infill along both sides of Rockville Pike.

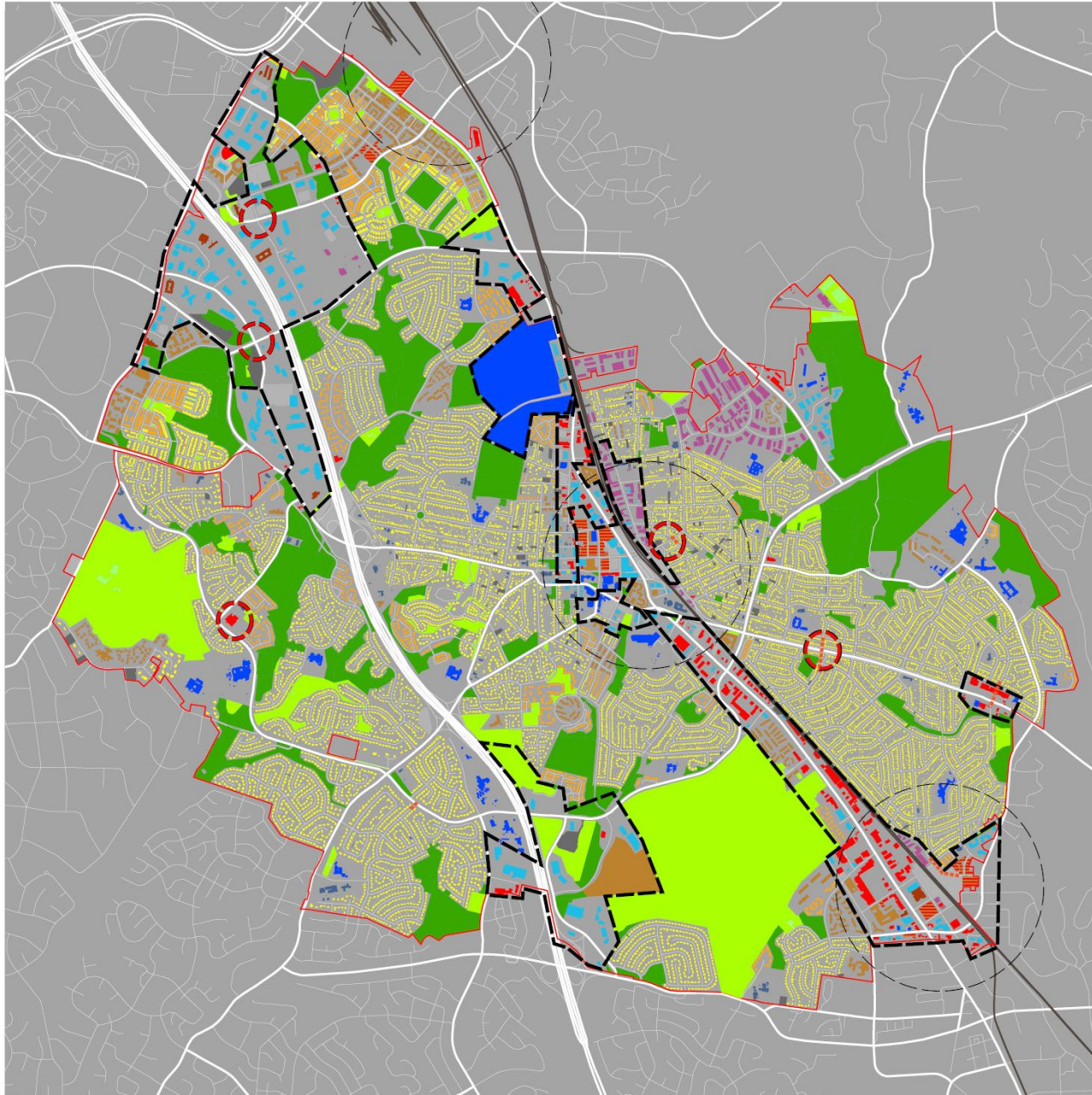
- A** Crest I and II, 195 apartments, 2003/2015
- B** Residences at Congressional, 404 apartments, 2004
- C** The Galvan, 400 apartments, 90,000 sq. ft. retail (grocery), 2015
- D** 1900 Chapman, 317 apartments and 64 townhouses, 2015 groundbreaking
- E** Avalon at Twinbrook Station, 240 apartments (unbuilt)
- F** Twinbrook Place, seven story 150,000 sq. ft. office, 2009
- G** Twinbrook Station, 493 apartments with retail, Alaire 2010, Terano 2015, additional planned
- H** Twinbrook Station (West), 359 apartments, 425,000 sq. ft. office and retail (unbuilt)
- I** B.F. Saul site, 17 acre planned mixed use development, with apartments and retail



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## Growth Scenario Two: New, Walkable, Mixed Use Community Nodes



Similar to Scenario One for most of city.

1. Focused redevelopment and creation of new 'community nodes' in strategic locations.

2. New nodes may include small apartment buildings with required storefront space, and adjacent townhouse units to support neighborhood businesses.

3. BRT stations at some nodes.

4. More protective of existing retail centers than current MX zones, but allowing residential mix in any commercial area.

5. Geographically limited areas of growth proximate to Metro stations on commercial property only, no diversification of housing types in East Rockville or Twinbrook.

6. Easier accessory dwelling units.

7. Preference for office in selected areas.

8. A few potential additions to roadway network.



# Planning for Bus Rapid Transit on Veirs Mill Road

## How should interest in transit oriented development respond to planned bus rapid transit routes?

THE VOTES ARE IN!

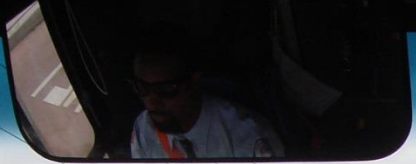
The name for the BRT system is

**FLASH!**









Sw

SIGNAL

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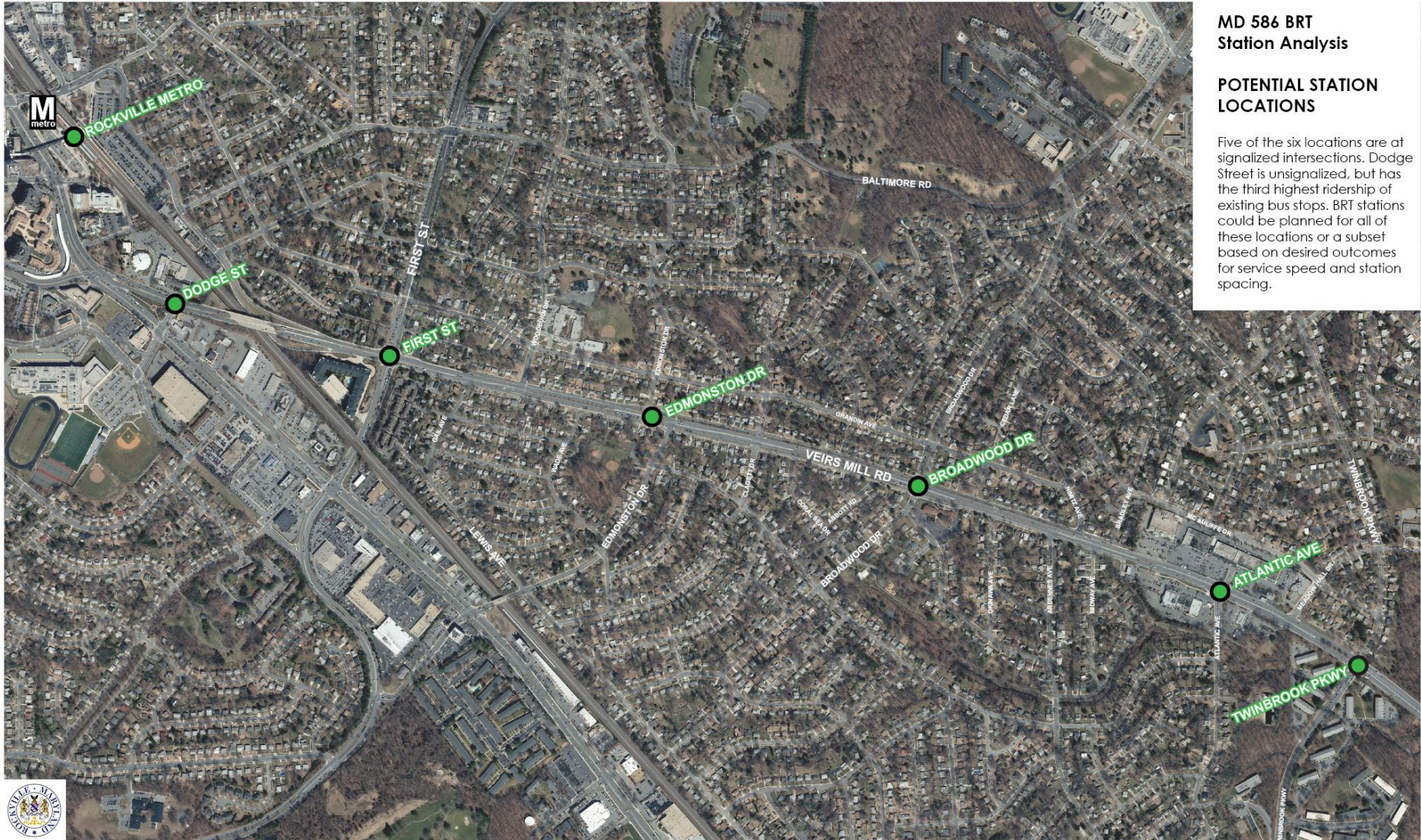
Quick Moves Available  
POTOMAC YARD  
DREAM KITCHEN SALES EVENT  
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SELF STORAGE PLUS  
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Swann Ave





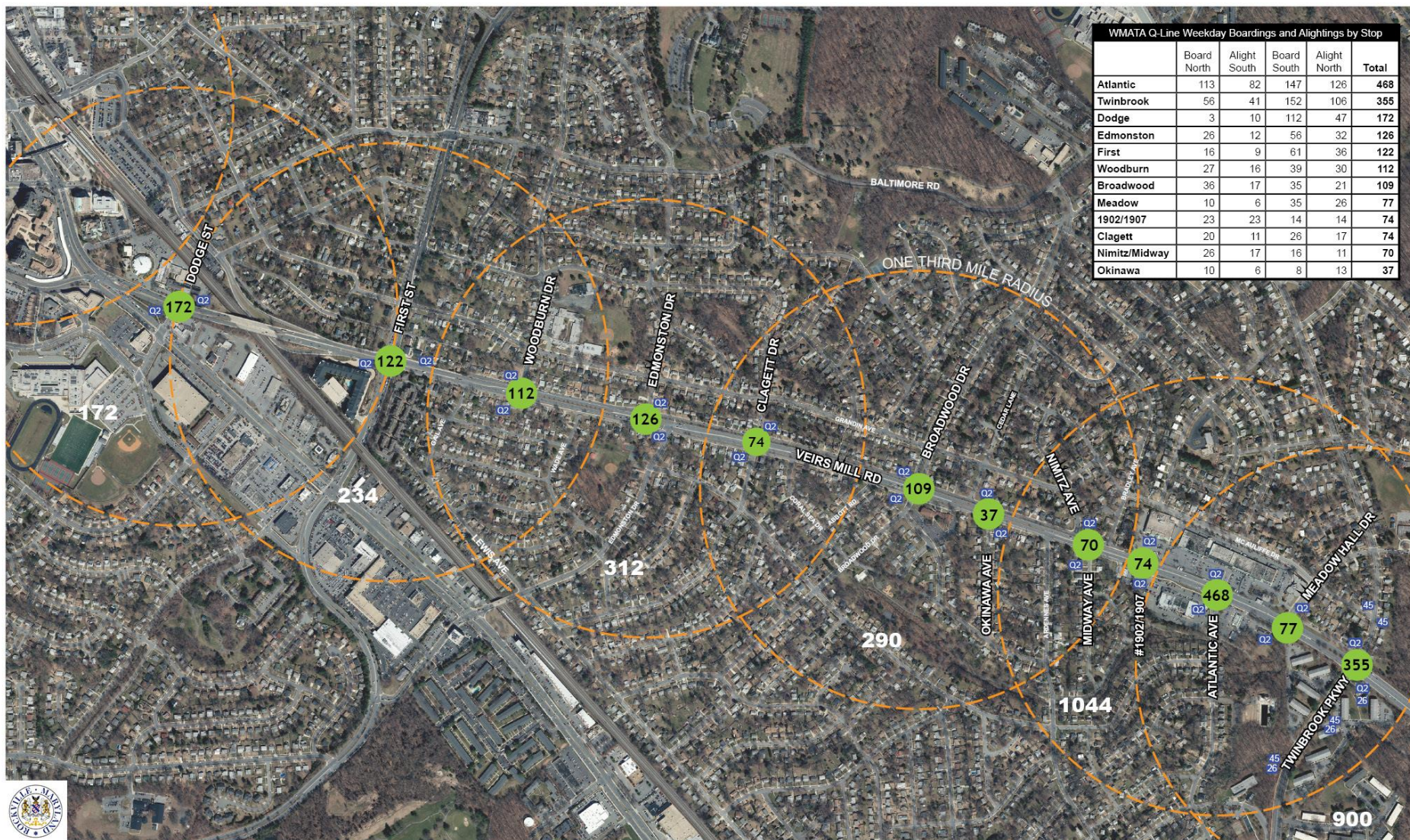


## MD 586 BRT Station Analysis

### POTENTIAL STATION LOCATIONS

Five of the six locations are at signalized intersections. Dodge Street is unsignalized, but has the third highest ridership of existing bus stops. BRT stations could be planned for all of these locations or a subset based on desired outcomes for service speed and station spacing.









TWINBROOK PARKWAY  
AND  
ATLANTIC AVENUE



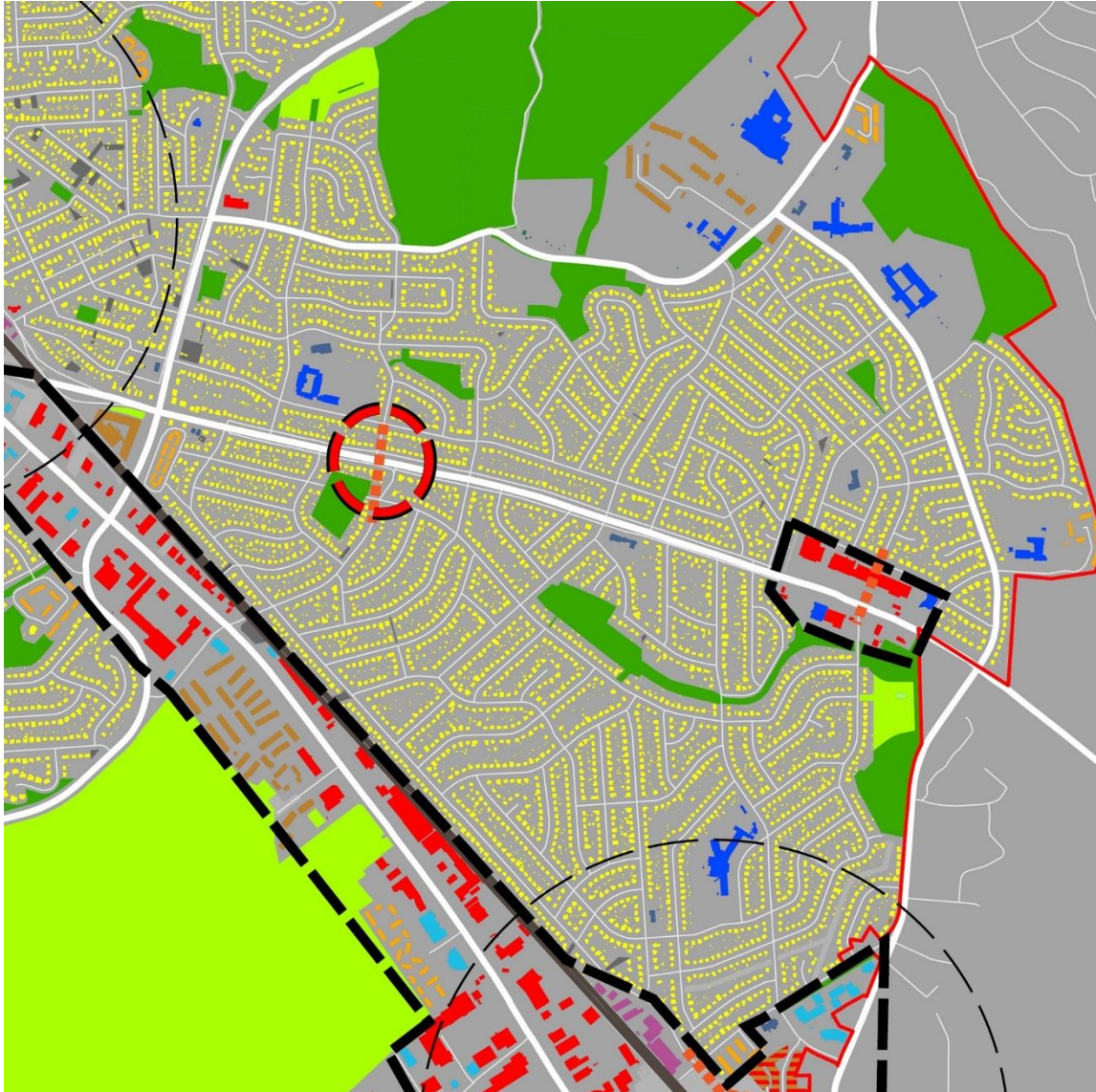


BROADWOOD DRIVE  
AND  
EDMONSTON DRIVE



# Scenario Two: Community Node Concept

How can the plan respond to the desire for more walkable neighborhoods?



Comments from Citywide Forum 1:

**“I would like to be able to walk to pick up a gallon of milk.” (verbal)**

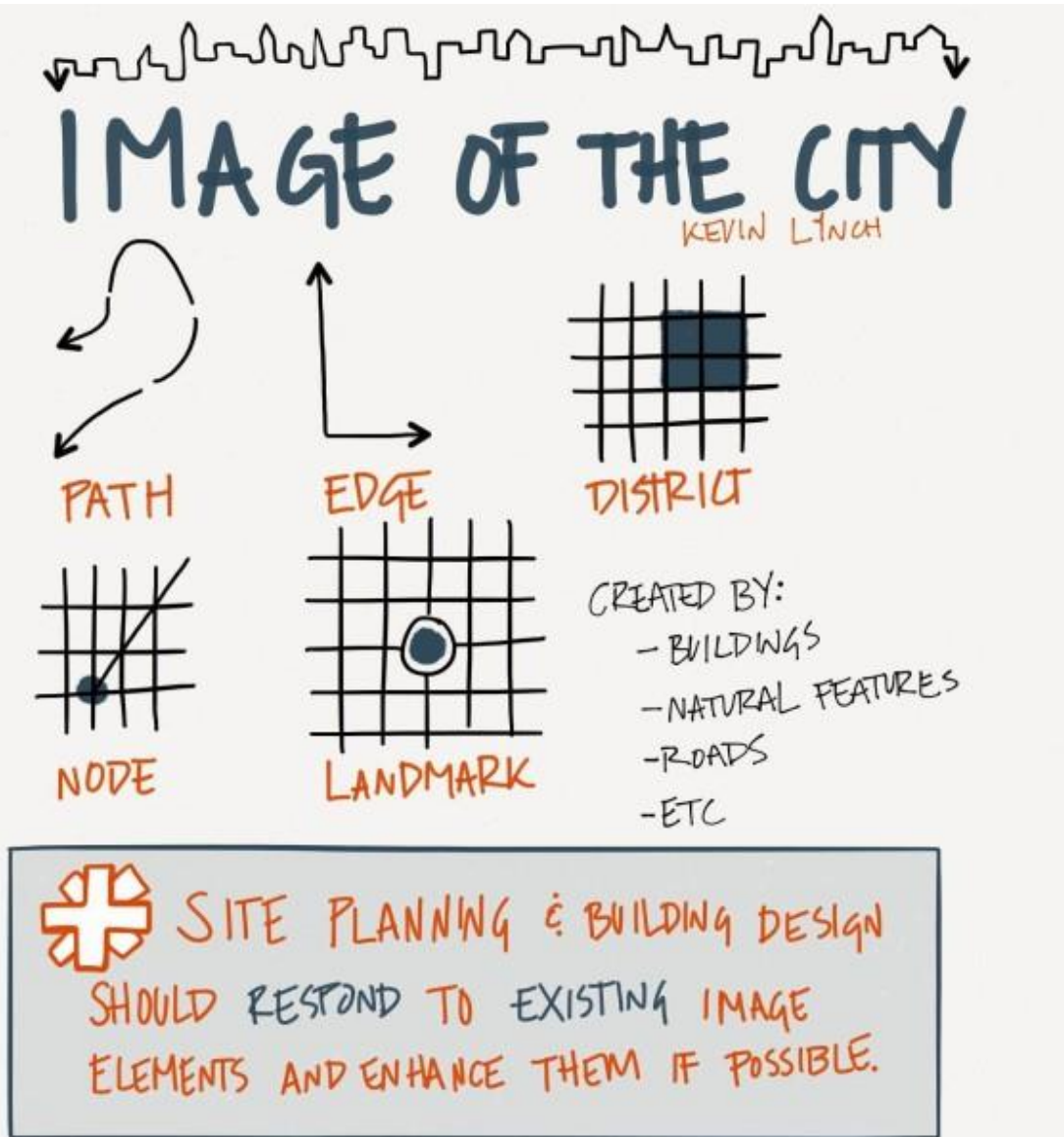
**“Can we have corner stores and small bars every 3 or 4 blocks? They can serve as mini community centers and encourage walking.”**

**“Need for higher density in mixed-use community – allows sustainable growth, getting people to walk instead of using cars as studies show.”**

**“Retain the neighborhood character of the residential communities.”**

# Scenario Two: Community Node Concept

How can the plan respond to the desire for more walkable neighborhoods?



Urban designer Kevin Lynch writes that nodes:

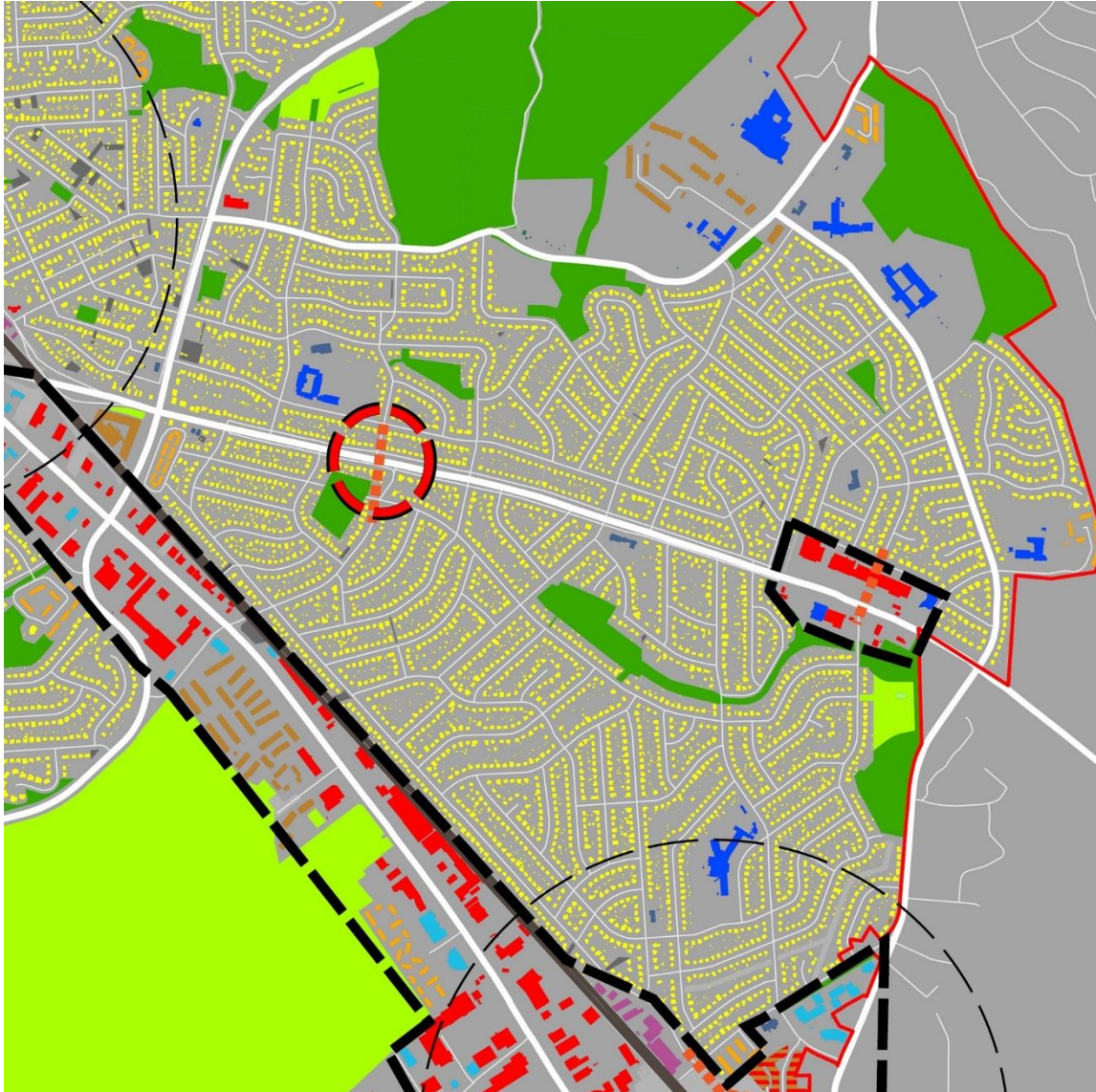
“... may be primarily junctions, places of a break in transportation, a crossing or convergence of paths.”

“Or the nodes may be simply concentrations, which gain their importance from being the condensation of some use or physical character, as a street-corner hangout or an enclosed square.”



# Scenario Two: Community Node Concept

How can the plan respond to the desire for more walkable neighborhoods?



Elements of a Community Node:

**Local businesses:**  
Convenience store, bakery

**Social, gathering place:**  
Coffee Shop, café, tavern

**Access point:**  
Intersection, pedestrian paths, transit station, bike station.

**Civic:**  
park, library, school





SCHOOL  
SPEED  
LIMIT  
15  
WHEN CHILDREN  
ARE PRESENT



NO PARKING  
EXCEPT  
FOR  
LOADING  
UNLOADING  
OR  
DELIVERIES



NO LEFT TURN  
EXCEPT  
FOR  
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NO LEFT TURN  
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NO LEFT TURN  
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FOR  
DELIVERIES  
OR  
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UNLOADING







1923



NO STOPPING  
STANDING  
PARKING

JOHNSON PUBLIC HOUSE

EME PIZZA

NO STOPPING  
STANDING  
PARKING





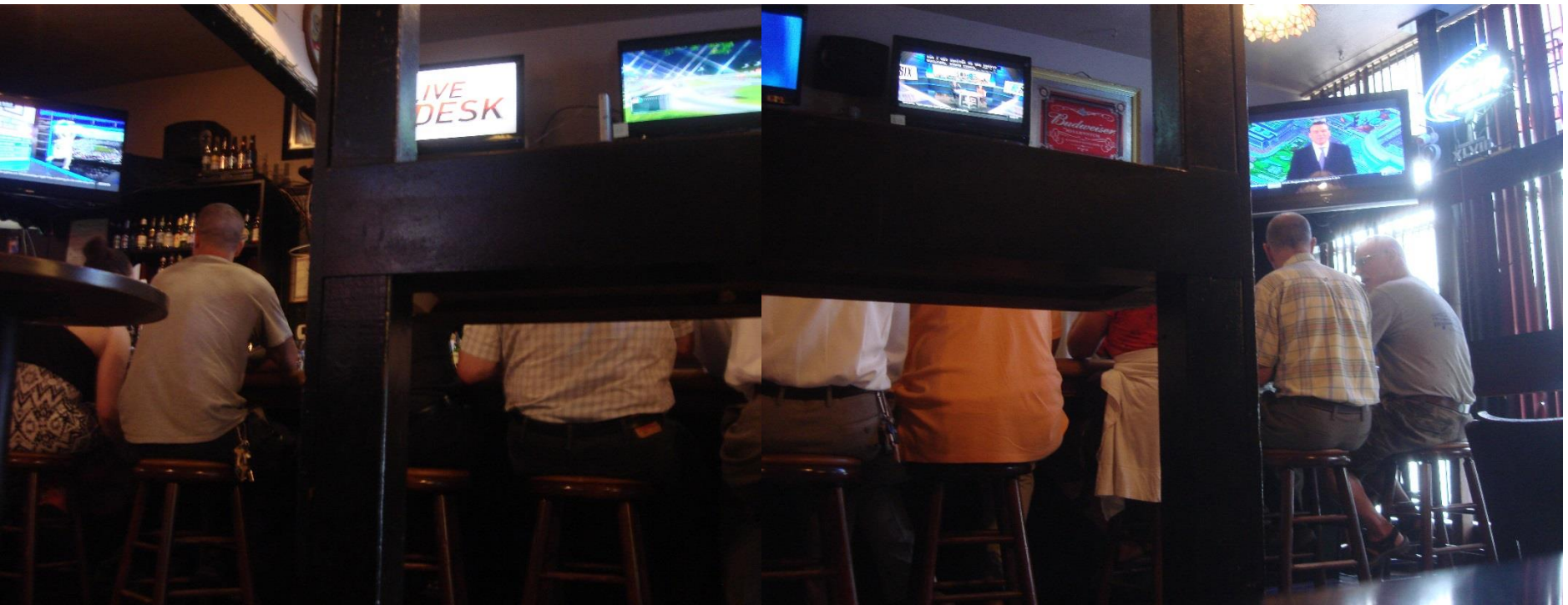
W Patrick 100 St  
ONE WAY





## Scenario Two: Community Node Concept

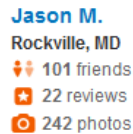
Where are there existing neighborhood hang outs, or watering holes?



Jonathan's Sports Pub, Burgundy Center  
820 Baltimore Road



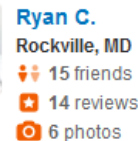
## Where are there existing neighborhood hang outs, or watering holes?



If you are looking for a small dive with the best service from the friendliest staff, excellent food, and stiff drinks Jonathans is perfect for you!

I have been frequenting this local watering hole for two months. I moved to Rockville in March and I am lucky I live near Jonathans, because it's the best. You immediately feel like part of the crowd. There are many locals and regulars who are all very nice and welcoming. The bartenders are your new best friends. They remember you by name and talk with you on your first visit as if you had been coming for years. The beers are cold and the drinks are strong, so you are guaranteed to get your money's worth and leave happy. They have drink specials frequently. Domestic bottles are \$2.50 on Mondays and Wednesdays all day. The five TVs that surround the bar can play anything you would like to watch as you unwind from the day and socialize with the friendly staff and customers.

I can't say enough about this place. By no means is it fancy, but just right if you are looking for a small quaint local pub. You can expect to make new friends right from the start, and may see me there!



My husband works near this restaurant so when he can get away from the office we meet at Jonathan's for lunch. It's good pub food--hot crisp French fries, stuffed hoagies, fresh salads, and decent entrees. The French onion soup is really good--not too sweet like some places. At lunch time it seems like it's mostly County employees and Leisure World residents mixed in with the regulars. Service is always good, we can get in and out in a reasonable amount of time since husband has to go back to work. Jonathan's and Barnaby's (in Wheaton now closed) were once owned by the same people and the menus are very similar if anyone is nostalgic for an "Old World Grinder" and fries. [Read less](#)

i never knew this place was even here and i've lived in the area for ages. perfectly dive-y, the barkeep and waitstaff are absolutely divine. Food is solid, prices reasonable, they have Golden Tee '17, an area in the back for groups that's hidden well enough to be Narnia itself. In fact, i do believe you have to pass through a wardrobe to access it. Despite this similarity, the bar is less like a written allegory for Christianity vis a vis mysticism, and more like a hole in the wall bar conjoined to a 7-Eleven with ample parking, decent food, good specials, passable restrooms, plenty of Jameson Sean is a TOTAL trip. he grabbed a ball and a pair of mitts and had us out in the parking lot (sans beverages, naturally) having a catch.

[illegible]

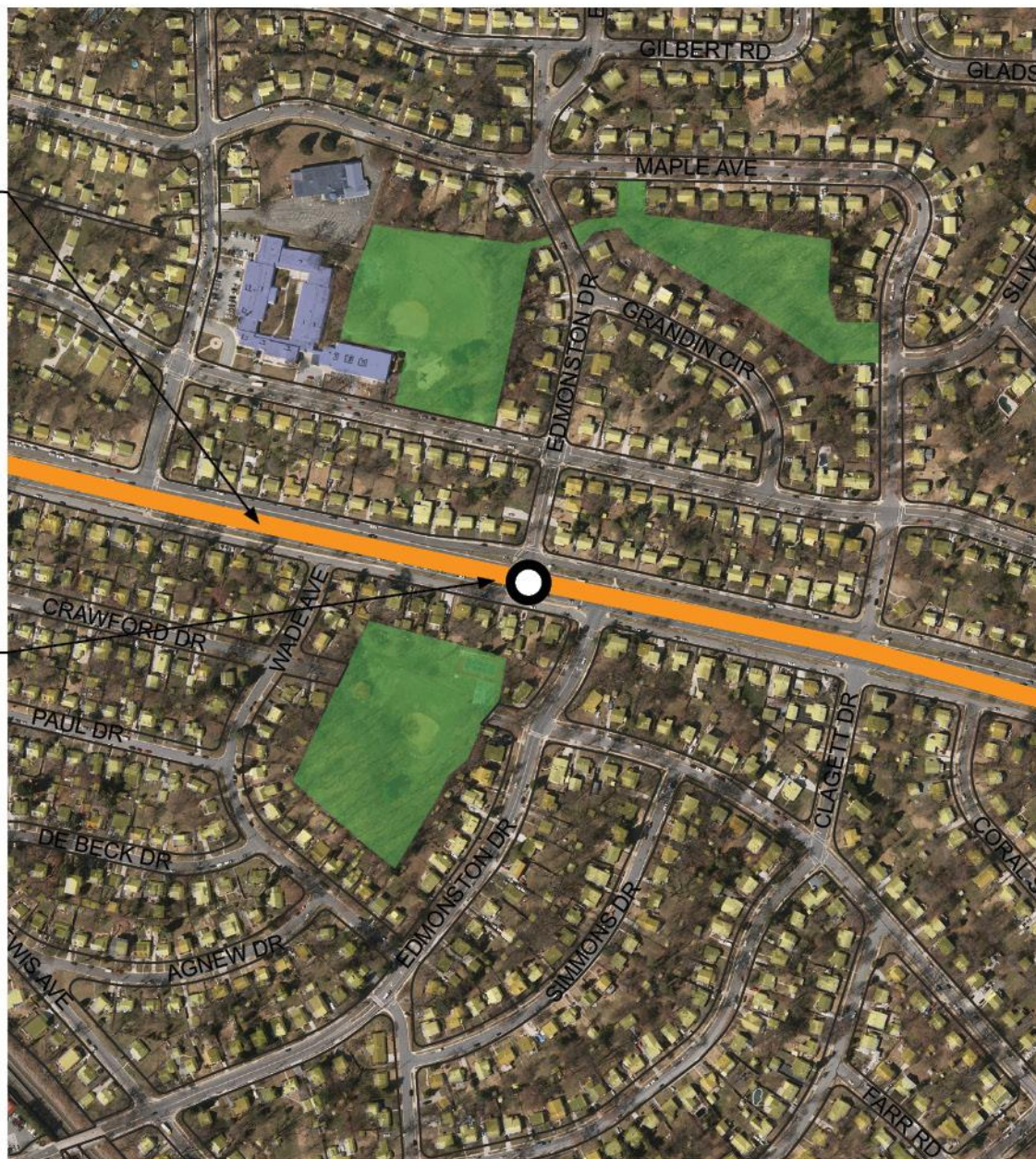






Bus rapid transit  
on Veirs Mill Road

Edmonston Drive  
is a potential  
BRT station  
location

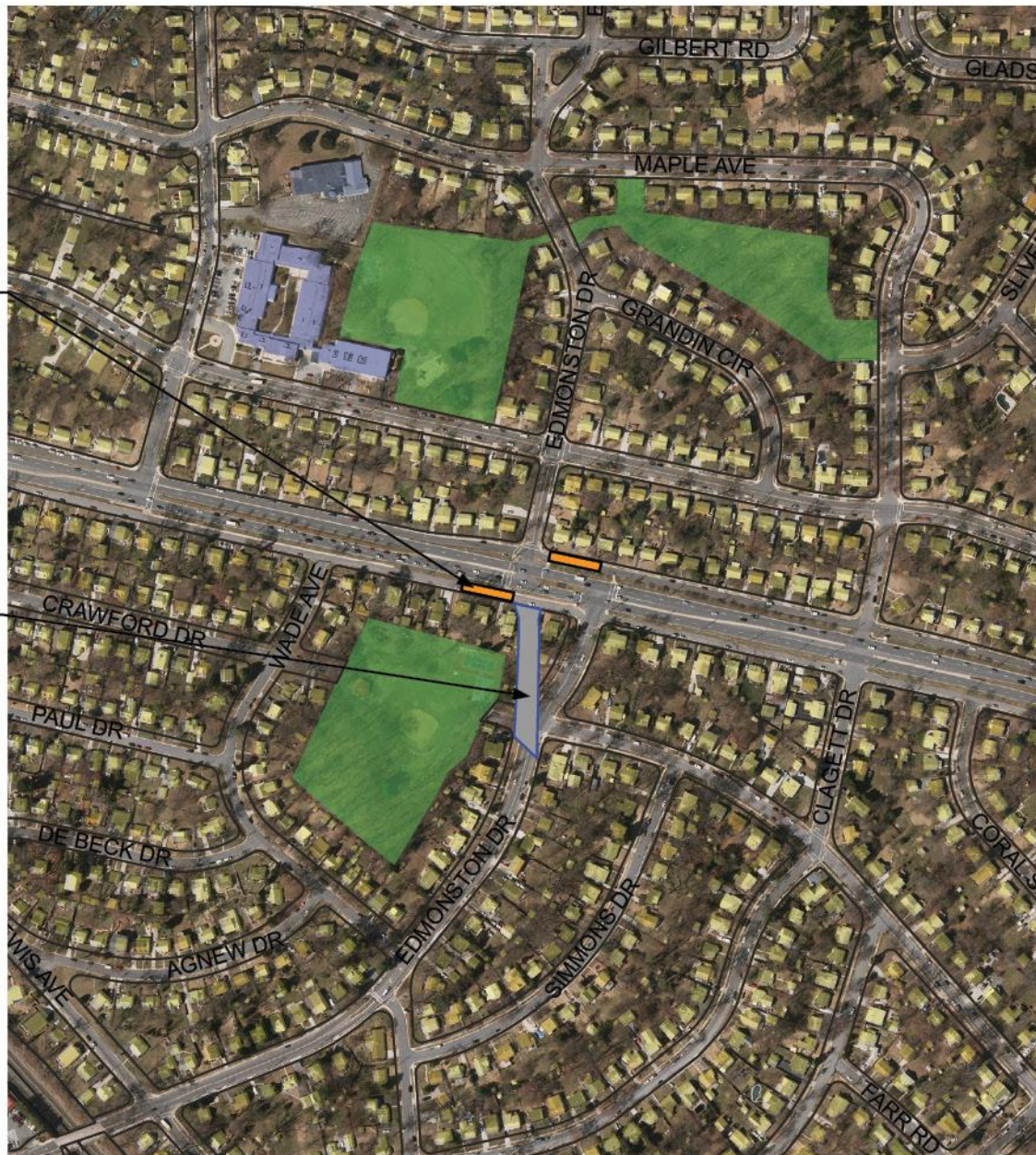


**Edmonston  
BRT Station  
and  
Community  
Node**



BRT station with platforms, canopies, and benches

Realignment of Edmonston Drive to simplify traffic movement and pedestrian access

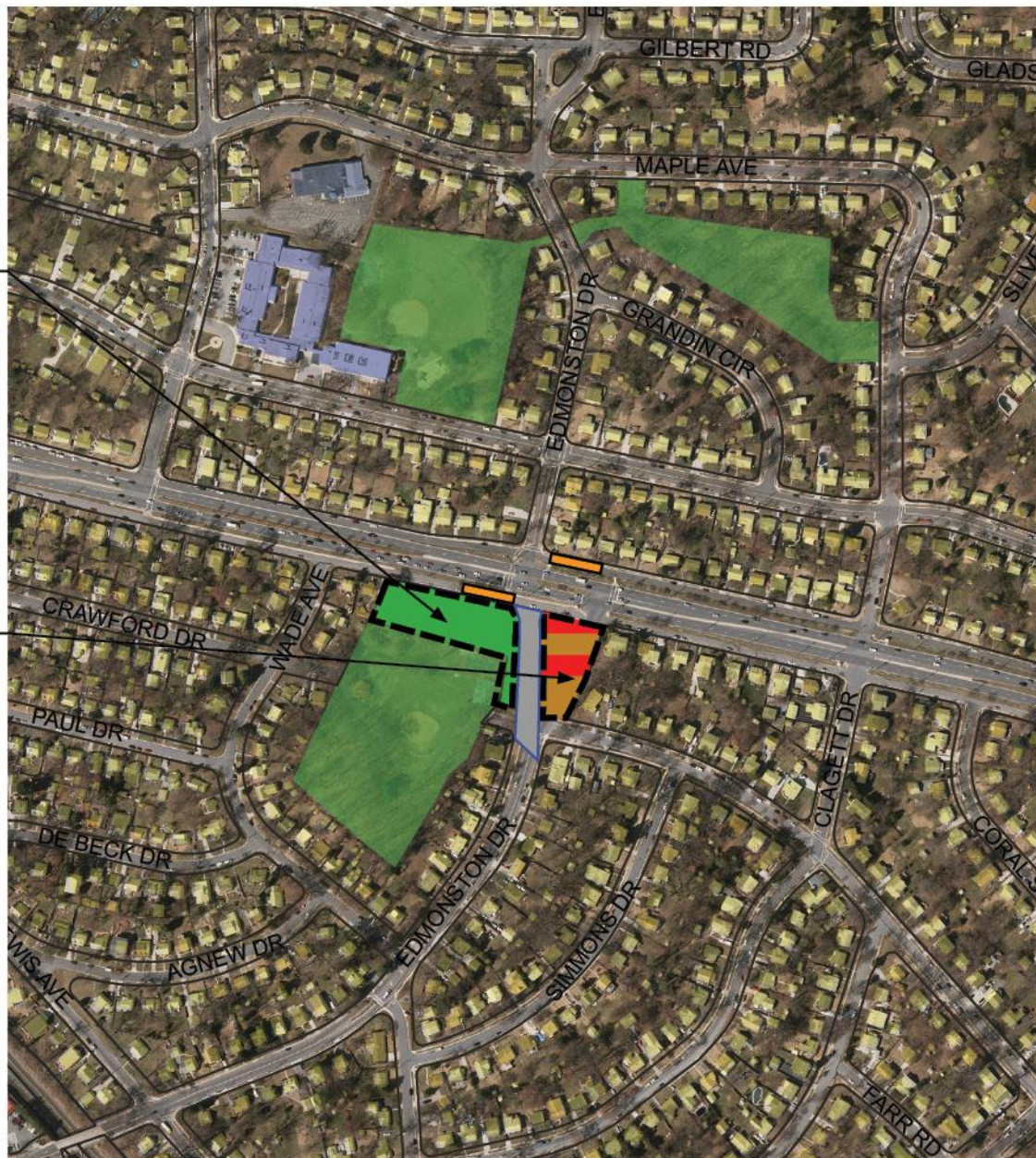


**Edmonston  
BRT Station  
and  
Community  
Node**



Expansion of  
Hillcrest Park on a  
willing seller basis

Small apartment  
building with  
required storefront  
space



**Edmonston  
BRT Station  
and  
Community  
Node**



Additional  
small mixed use  
apartments  
with views to  
expanded park  
and retail  
amenities



**Edmonston  
BRT Station  
and  
Community  
Node**



Townhouses diversify housing stock and support retail businesses while lowering per unit land cost.

While new, these types of attached housing can be more affordable than replacement with a single house.

Add more park space over time



**Edmonston  
BRT Station  
and  
Community  
Node**





**AUTO SERVICE**  
DIAMOND

**DIAMOND**

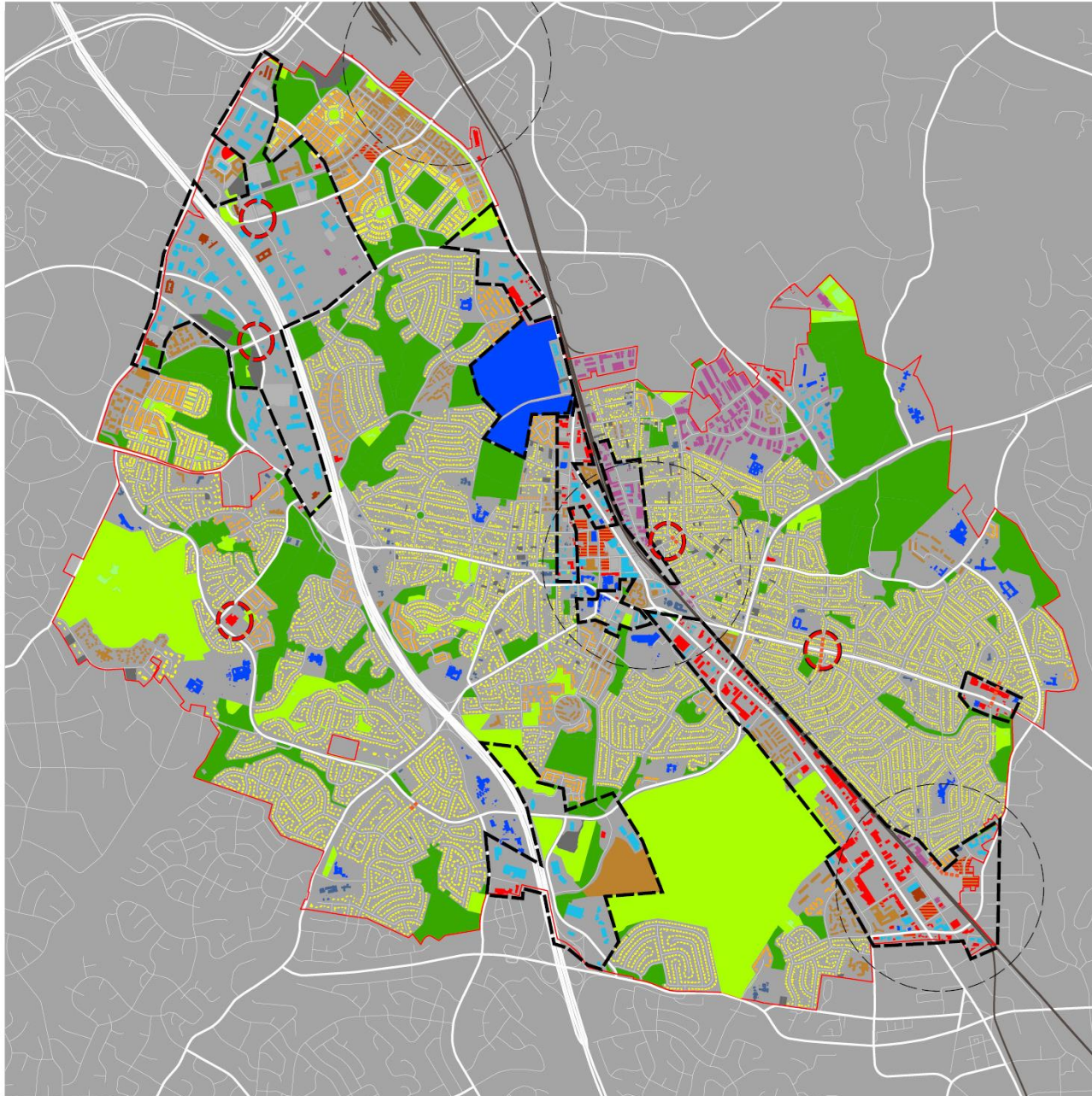
**AUTO REPAIR OPEN TO THE PUBLIC**  
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## Growth Scenario Two: New, Walkable, Mixed Use Community Nodes

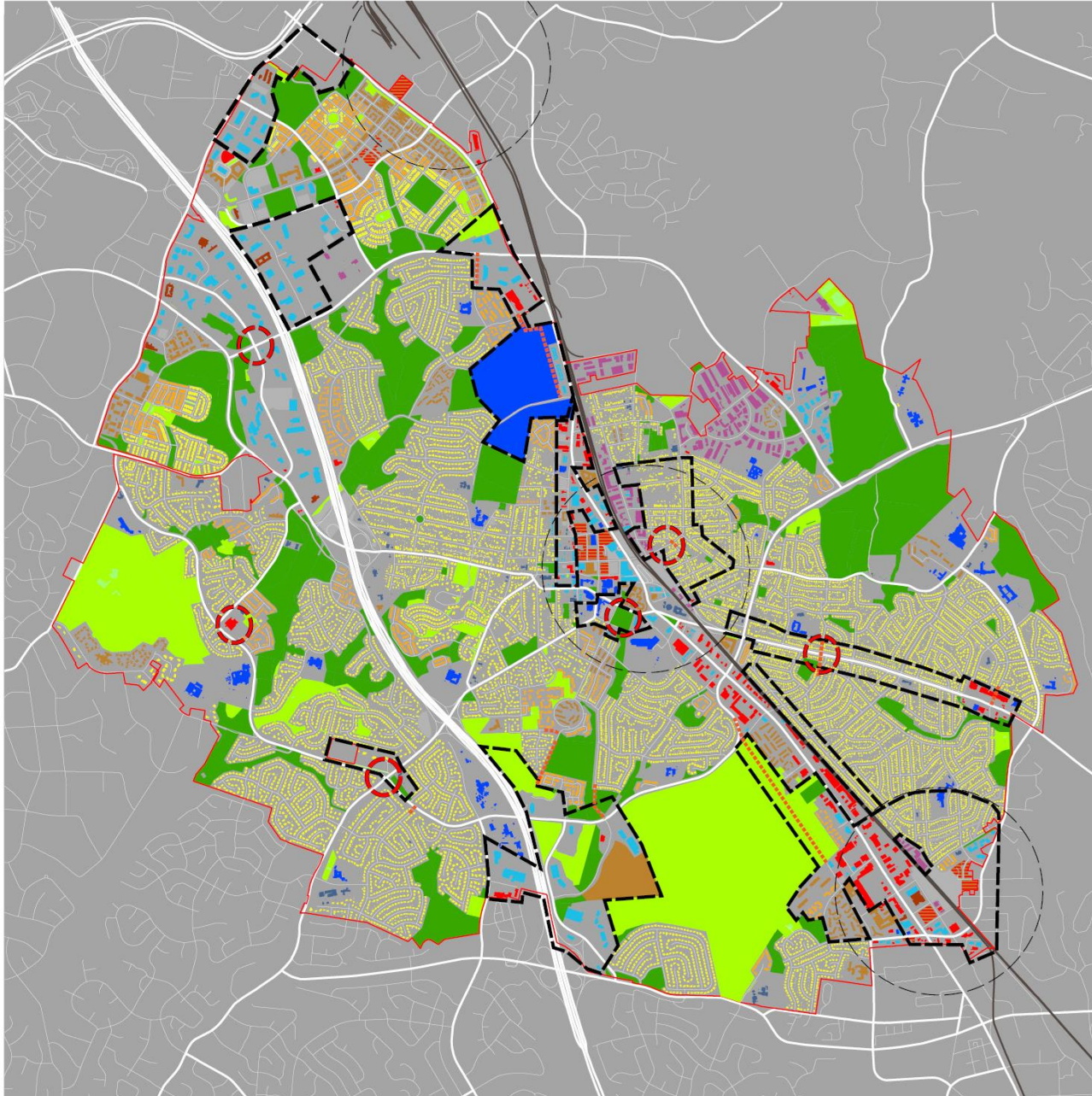


Similar to Scenario One for most of city.

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2. New nodes may include small apartment buildings with required storefront space, and adjacent townhouse units to support neighborhood businesses.
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4. More protective of existing retail centers than current MX zones, but allowing residential mix in any commercial area.
5. Geographically limited areas of growth proximate to Metro stations on commercial property only, no diversification of housing types in East Rockville or Twinbrook.
6. Easier accessory dwelling units.
7. Preference for office in selected areas.
8. A few potential additions to roadway network.



## Growth Scenario Three: Expanded Transit Oriented Development



Adds to changes proposed in Scenario Two.

1. Residential redevelopment along Veirs Mill Road is allowed in attached types, such as townhouse and duplex, with higher density at bus rapid transit stations.
2. Attached residential redevelopment within half mile radius of Twinbrook and Rockville Metro stations.
3. More permissive of change in detached residential areas; accessory dwelling units allowed.
4. Requirement for office within eighth mile of Metro stations and retention of office along Research Boulevard.
5. Implementation of East Jefferson extension project with related growth area.
6. Major park development projects to support higher density growth areas in south Pike and Town Center.
7. Retail planned for the north Pike.
8. Retention of industrial land uses next to railroad tracks and Pepco site on Gude Drive.
9. New community node at intersection of Wootton Parkway and Falls Road.



# Scenario Three: Expanded Transit Oriented Development

Will any residential growth be directed to existing residential areas?

Should attached residential housing types be allowed within the immediate Metro station areas, or even the standard half mile walk radius to the station?

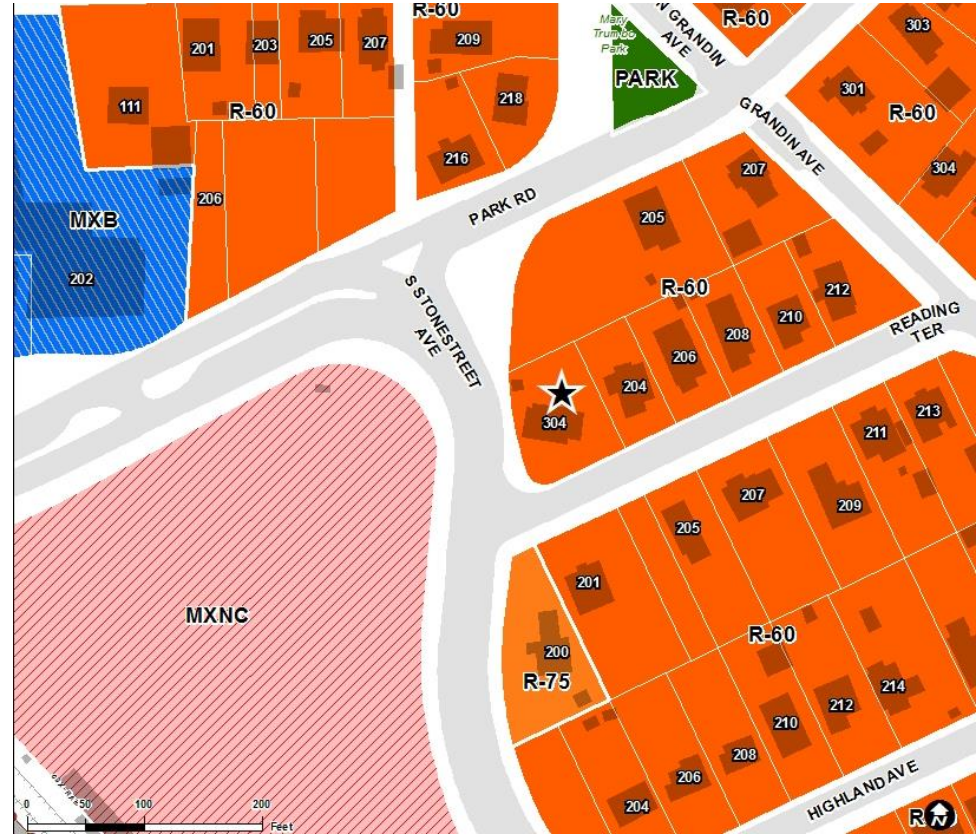


Image from Opticos Design, Inc.

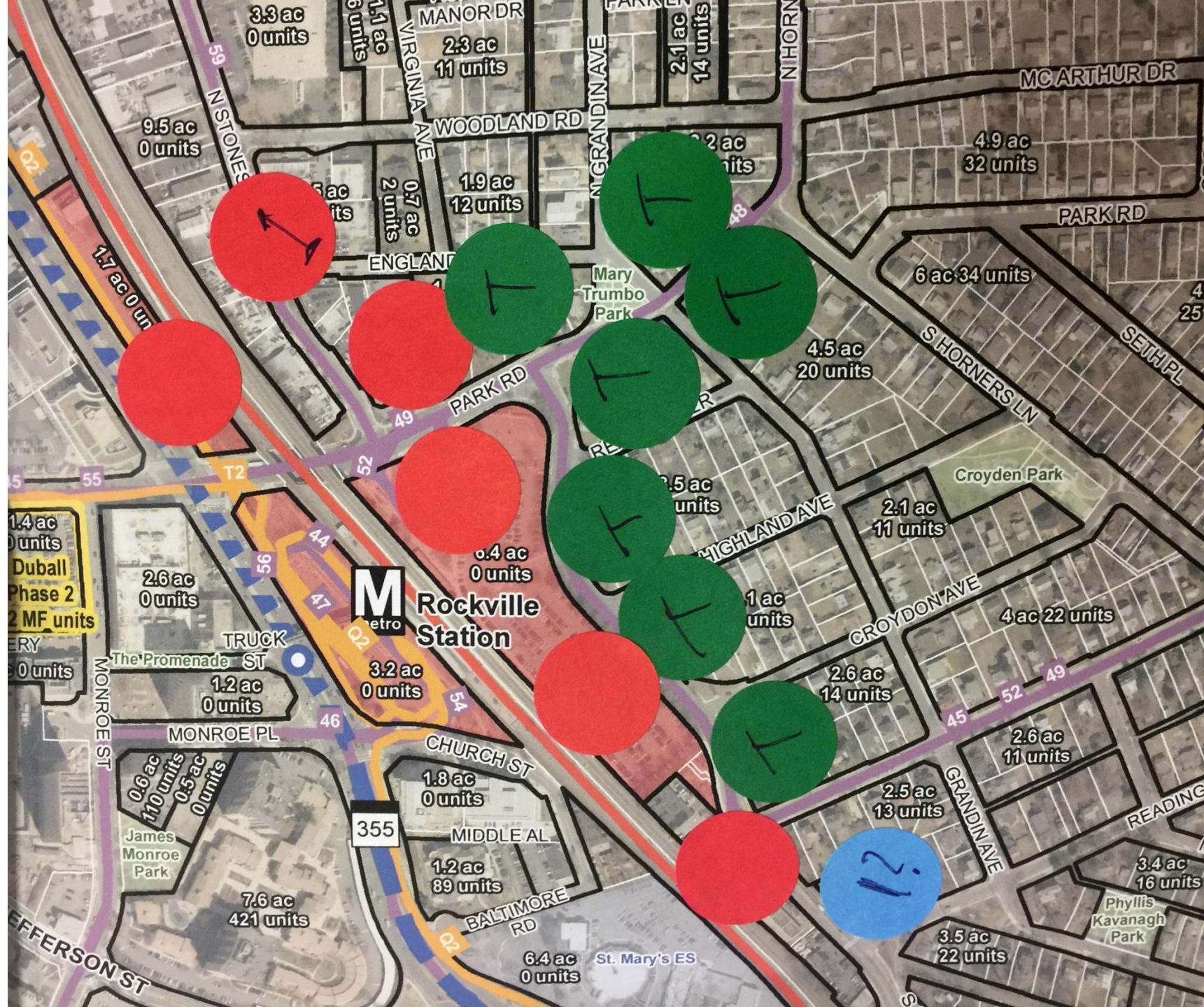




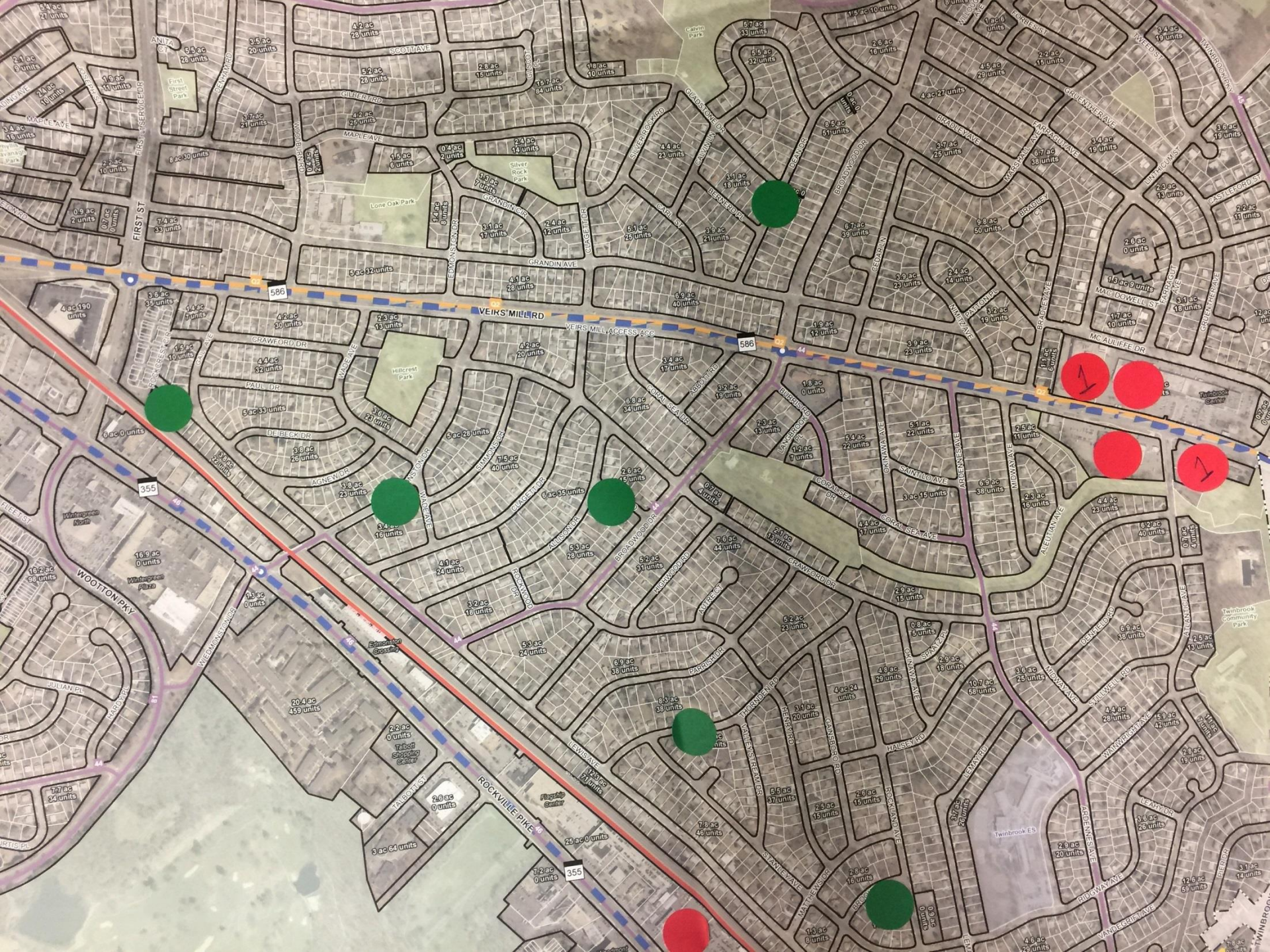




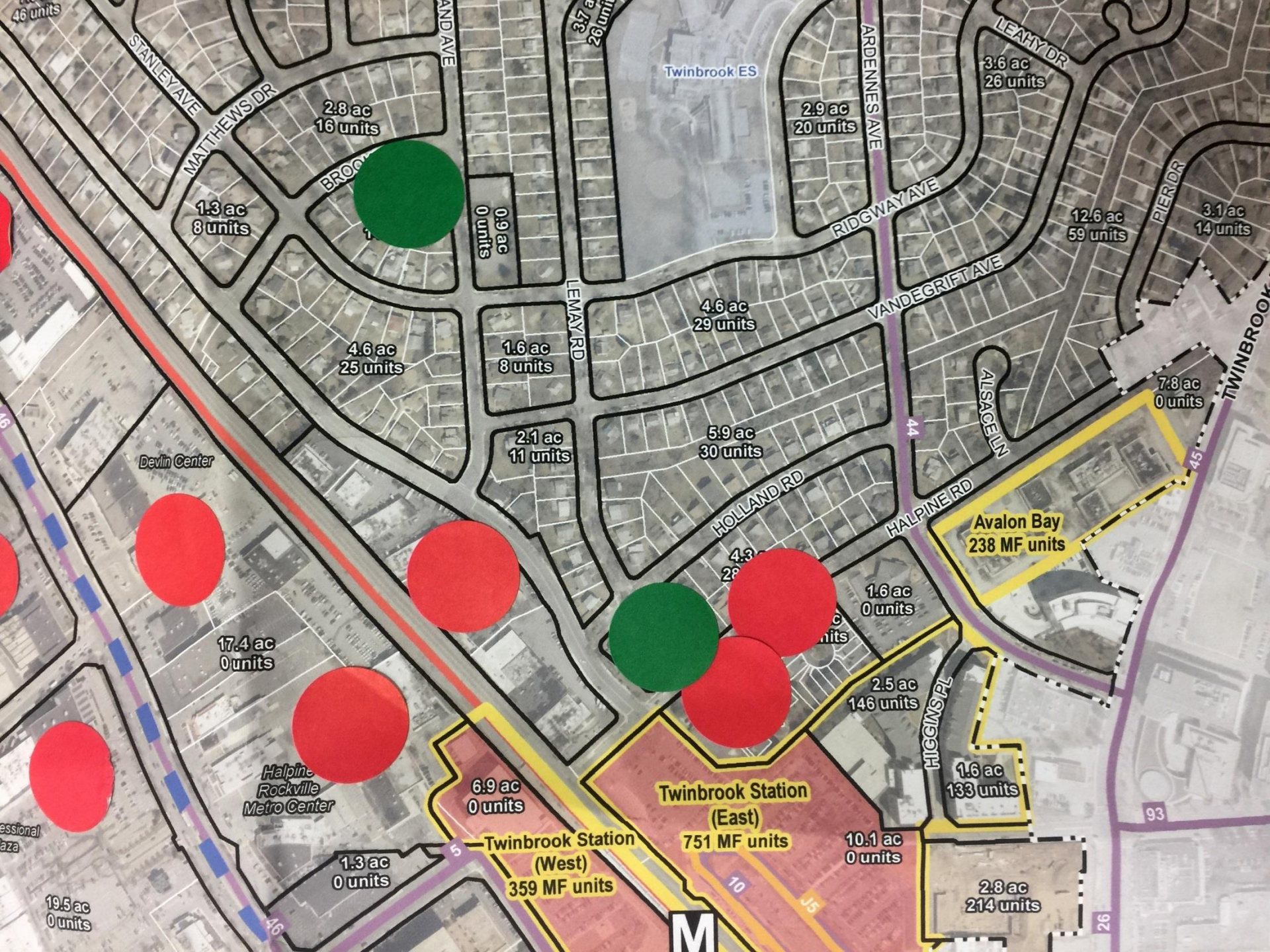






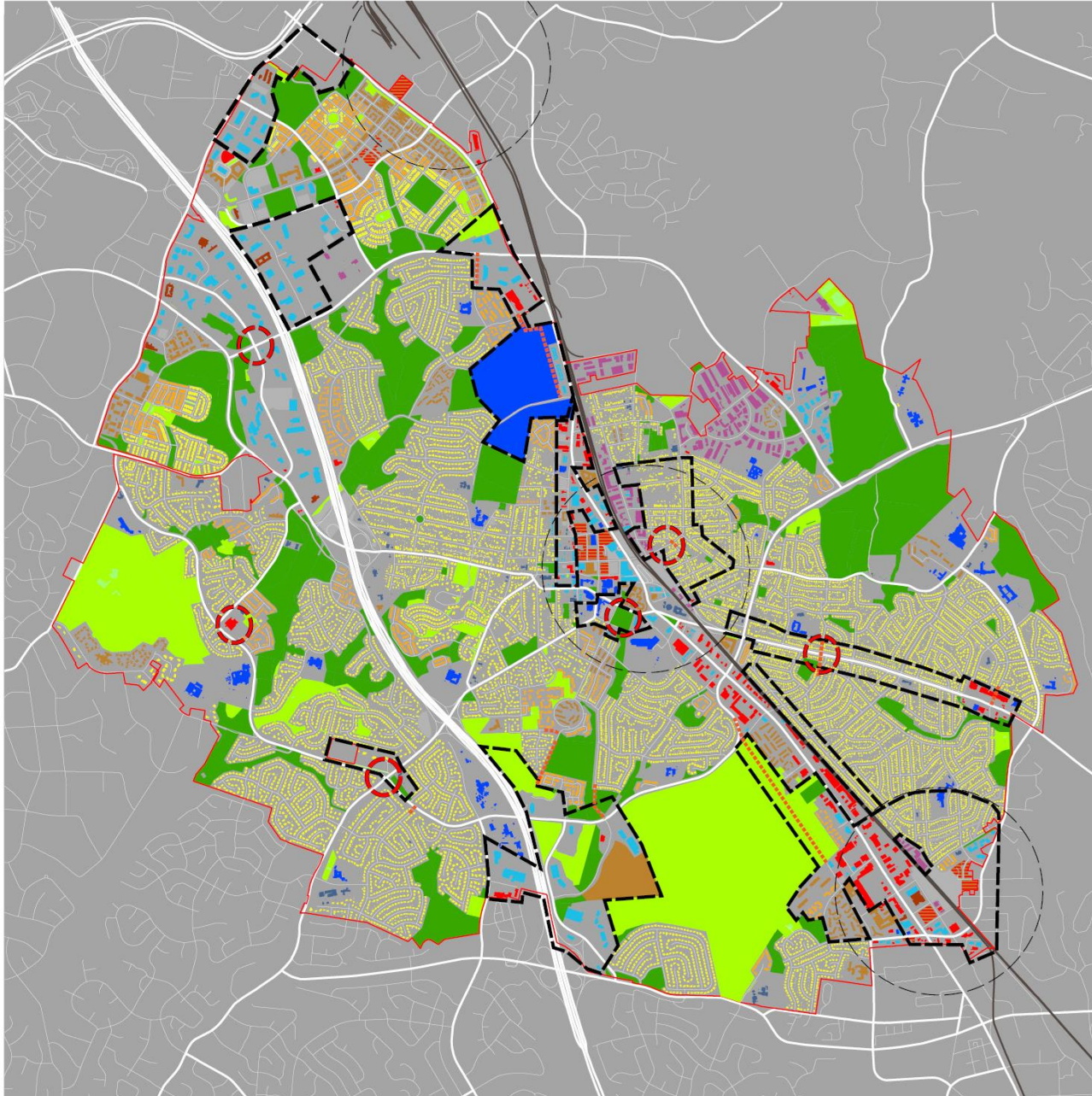








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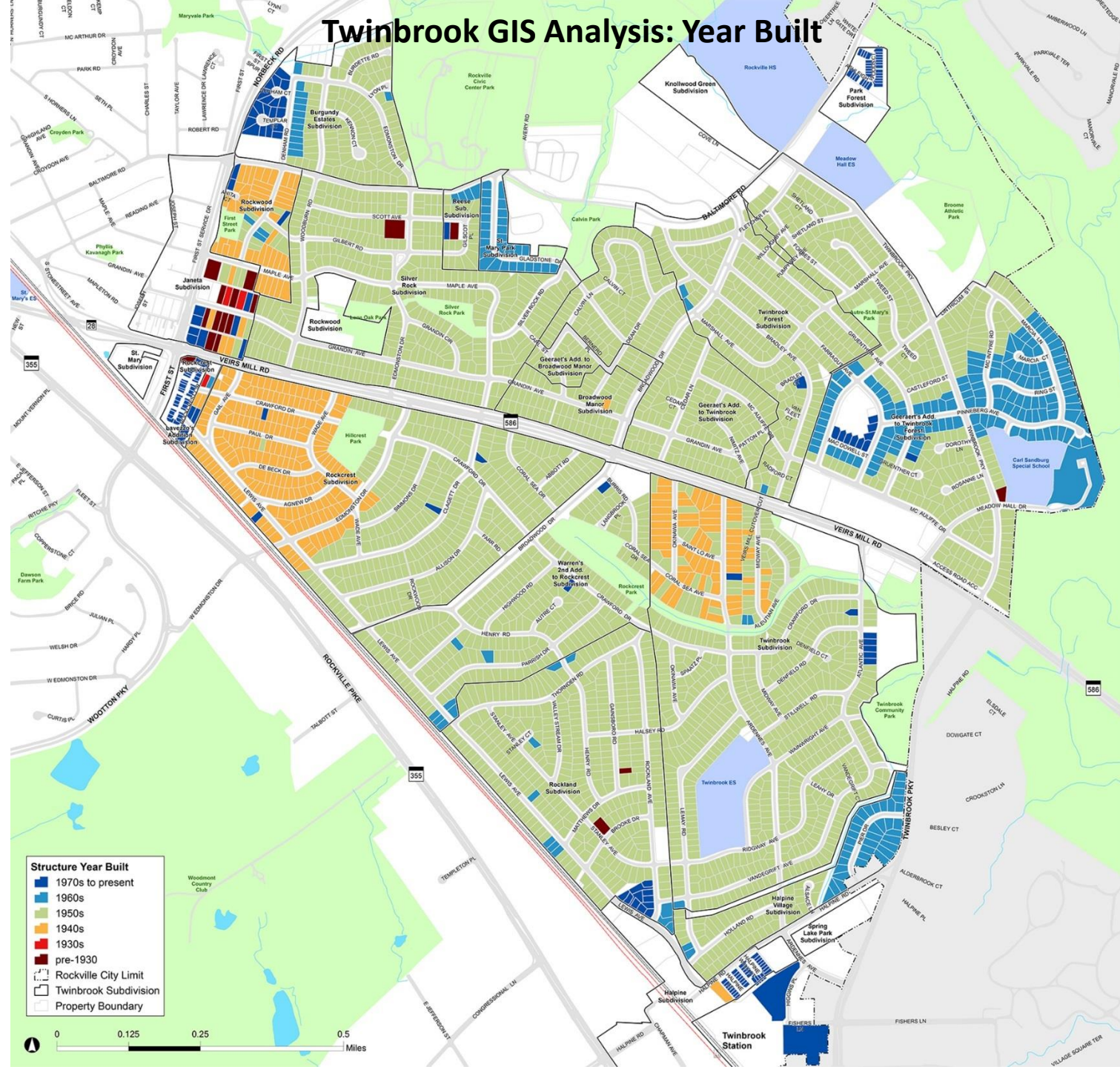
# Twinbrook Community Meeting

May 18, 2017 Glenview Manson



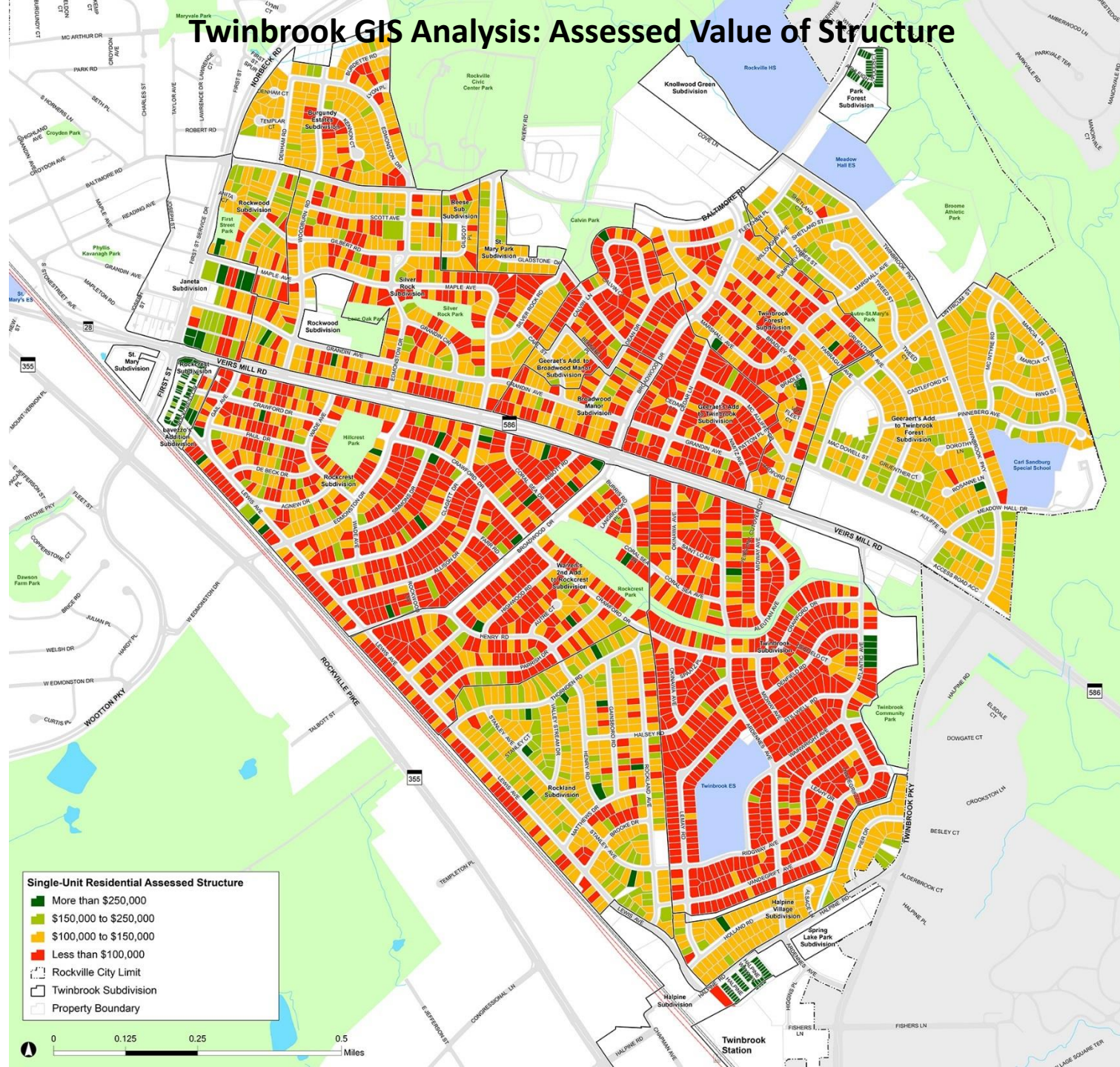


# Twinbrook GIS Analysis: Year Built



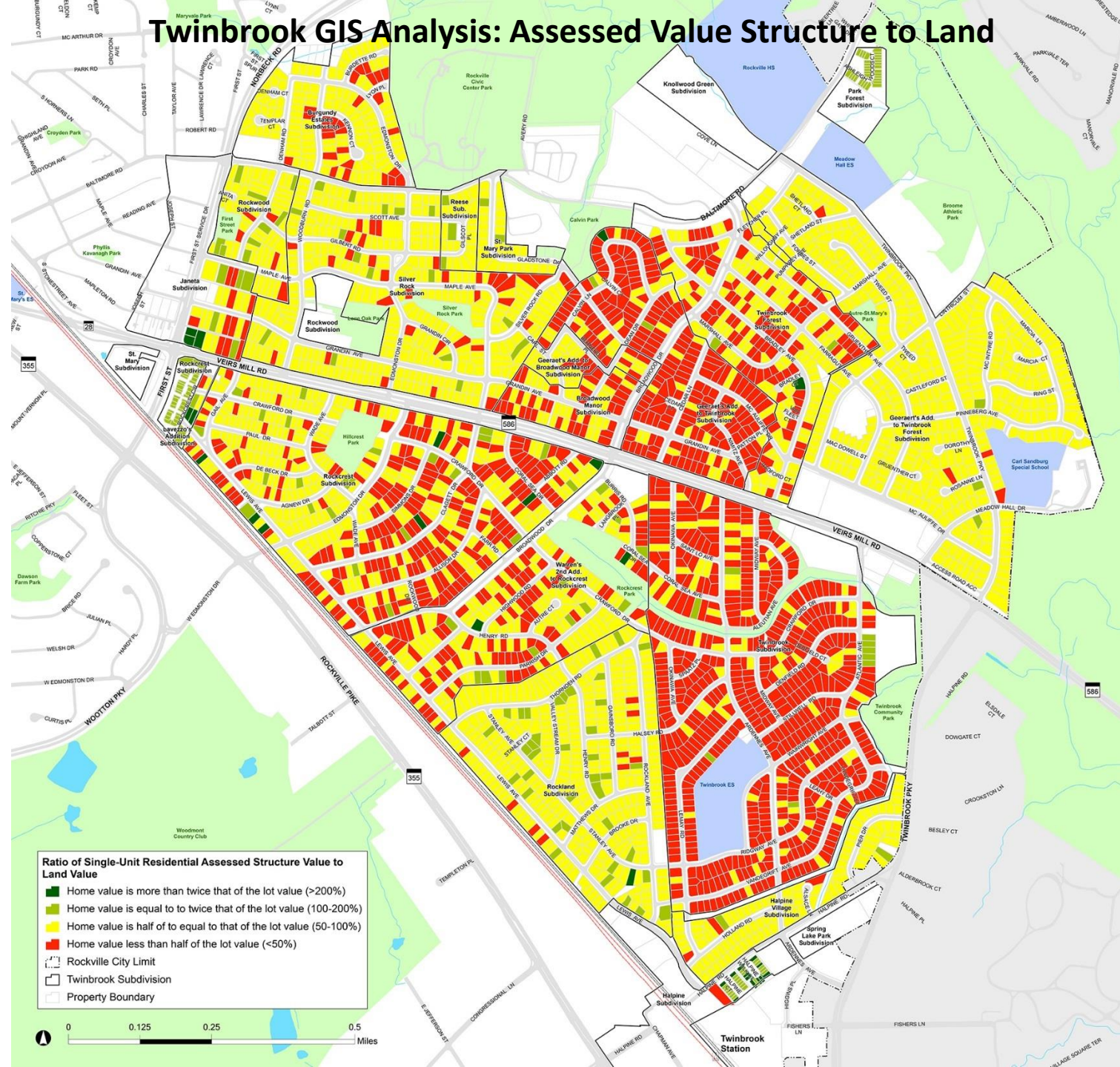


# Twinbrook GIS Analysis: Assessed Value of Structure





# Twinbrook GIS Analysis: Assessed Value Structure to Land

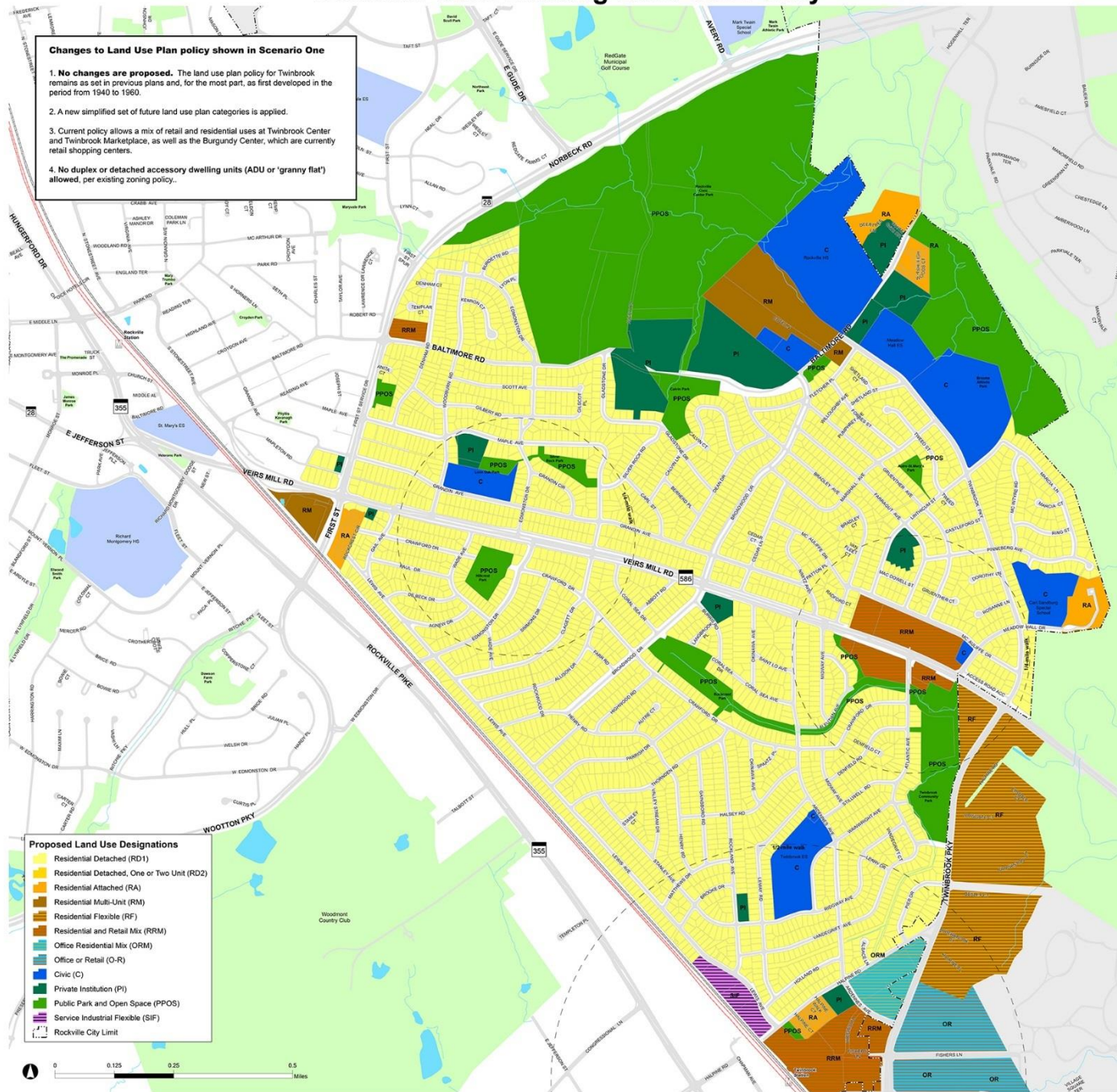




# Scenario One: Existing Land Use Policy

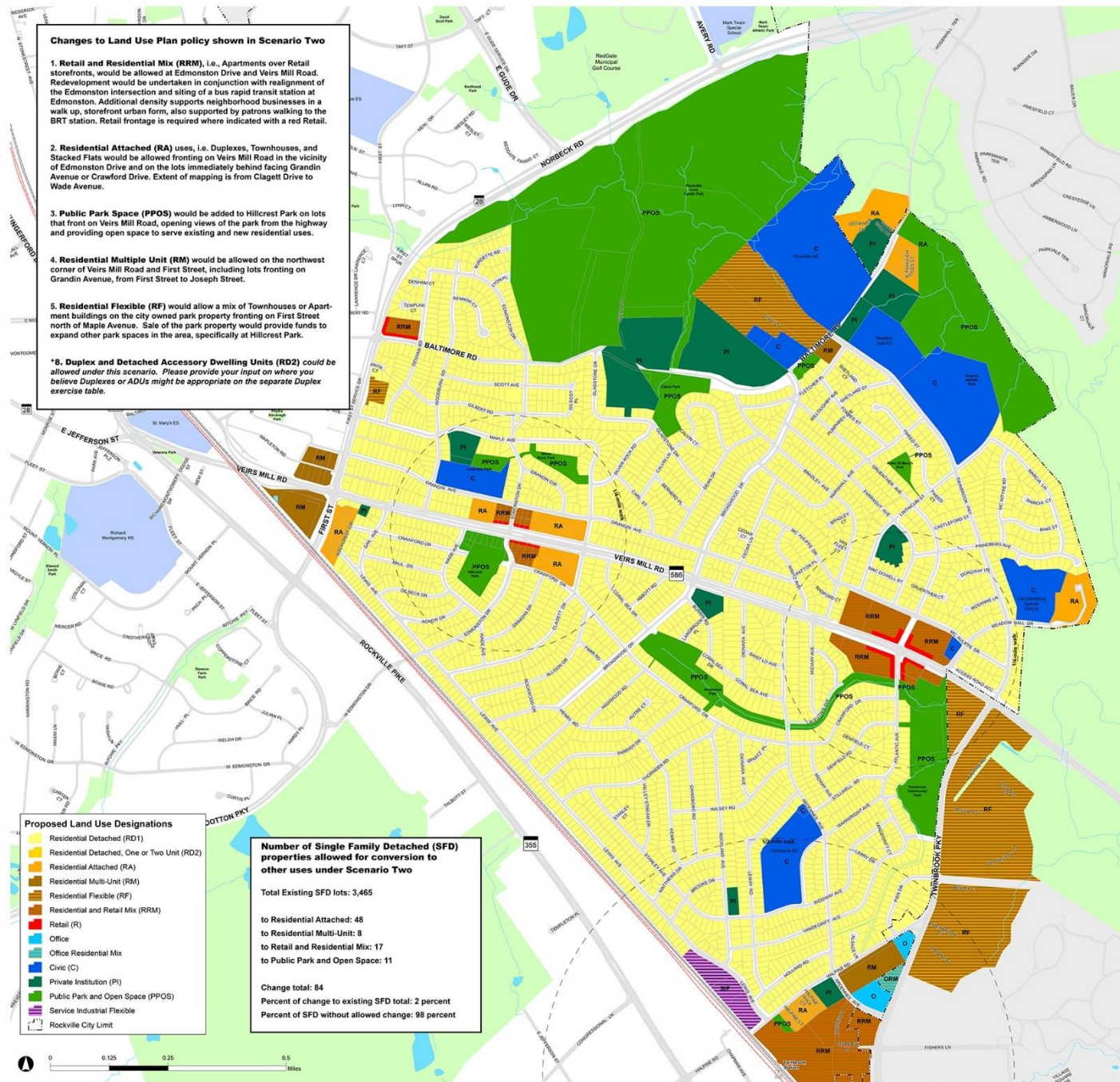
## Changes to Land Use Plan policy shown in Scenario One

1. **No changes are proposed.** The land use plan policy for Twinbrook remains as set in previous plans and, for the most part, as first developed in the period from 1940 to 1960.
2. A new simplified set of future land use plan categories is applied.
3. Current policy allows a mix of retail and residential uses at Twinbrook Center and Twinbrook Marketplace, as well as the Burgundy Center, which are currently retail shopping centers.
4. No duplex or detached accessory dwelling units (ADU or 'granny flat') allowed, per existing zoning policy.





# Scenario Two: Walkable Community Node with Bus Rapid Transit

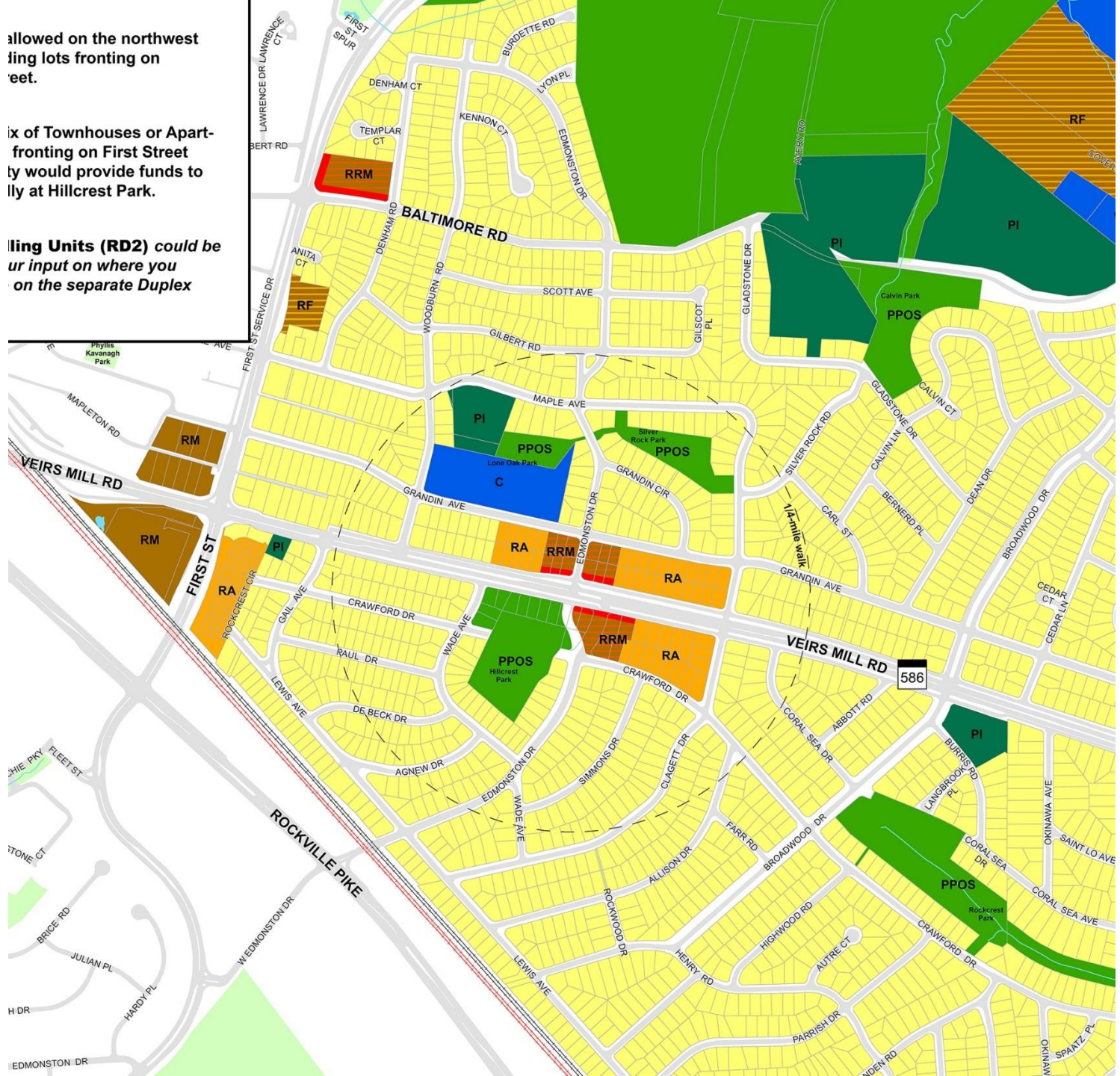




allowed on the northwest  
facing lots fronting on  
First Street.

mix of Townhouses or Apart-  
ments fronting on First Street  
would provide funds to  
maintain Hillcrest Park.

**Duplexing Units (RD2) could be  
input on where you  
want on the separate Duplex**





# Scenario Three: Transit Oriented Development and Housing Diversification

## Changes to Land Use Plan policy shown in Scenario Three

- Residential Attached (RA) uses**, i.e. Duplex, Townhouses, and Stacked Flats would be allowed fronting on Veirs Mill Road from First Avenue to Bradley Avenue, and on the lots immediately behind facing Grandin Avenue or Crawford Drive.
- Residential Attached (RA) uses** would be allowed on the west side of Lewis Avenue for lots along the railroad tracks.
- Residential Attached (RA) uses** would be allowed on blocks in close proximity to the Twinbrook Metro Station; shown as from Halpine Road to Ridgeway Avenue, and from Ardennes Avenue to Brooke Drive.
- Residential Multiple Unit (RM)**, i.e. Apartments, would be allowed on Bradley Avenue south of McAuliffe Drive and next to the shopping center.
- Residential Multiple Unit (RM)** would be allowed on the northwest corner of Veirs Mill Road and First Street, including lots fronting on Grandin Avenue, from First Street to Joseph Street.
- Retail and Residential Mix (RRM)**, i.e., Apartments over Retail storefronts, would be allowed at Edmonston Drive and Veirs Mill Road, as discussed in Scenario Two.
- Public Park Space (PPOS)** would be added to Hillcrest Park (as in Scenario Two) and other locations to service additional population density.
- Duplex and Detached Accessory Dwelling Units (RD2)** could be allowed under this scenario. Please provide your input on where you believe Duplexes or ADUs might be appropriate on the separate Duplex exercise table.

## Proposed Land Use Designations

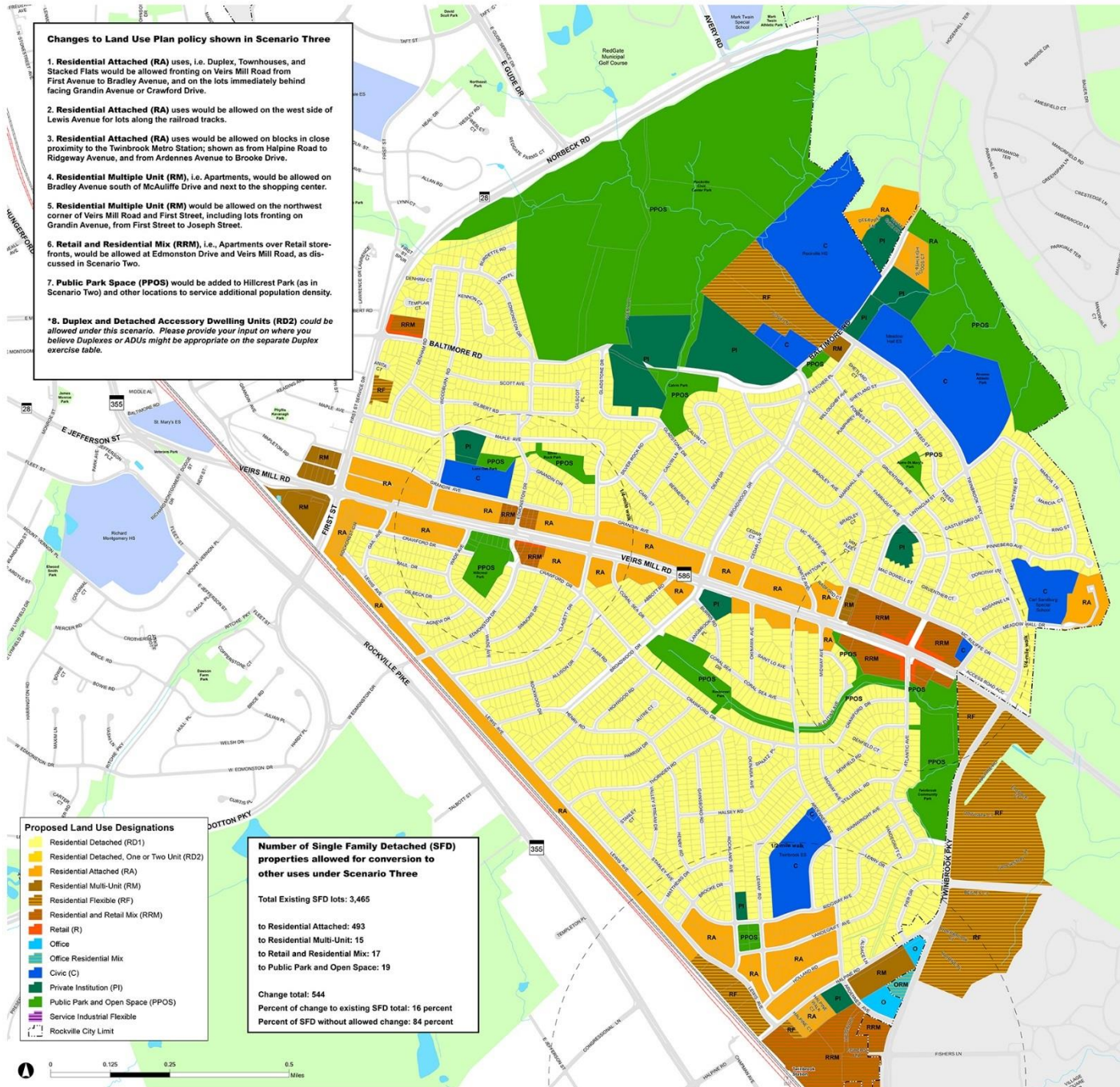
- Residential Detached (RD1)
- Residential Detached, One or Two Unit (RD2)
- Residential Attached (RA)
- Residential Multi-Unit (RM)
- Residential Flexible (RF)
- Residential and Retail Mix (RRM)
- Retail (R)
- Office
- Office Residential Mix
- Civic (C)
- Private Institution (PI)
- Public Park and Open Space (PPOS)
- Service Industrial Flexible
- Rockville City Limit

## Number of Single Family Detached (SFD) properties allowed for conversion to other uses under Scenario Three

Total Existing SFD lots: 3,465

to Residential Attached: 493  
to Residential Multi-Unit: 15  
to Retail and Residential Mix: 17  
to Public Park and Open Space: 19

Change total: 544  
Percent of change to existing SFD total: 16 percent  
Percent of SFD without allowed change: 84 percent





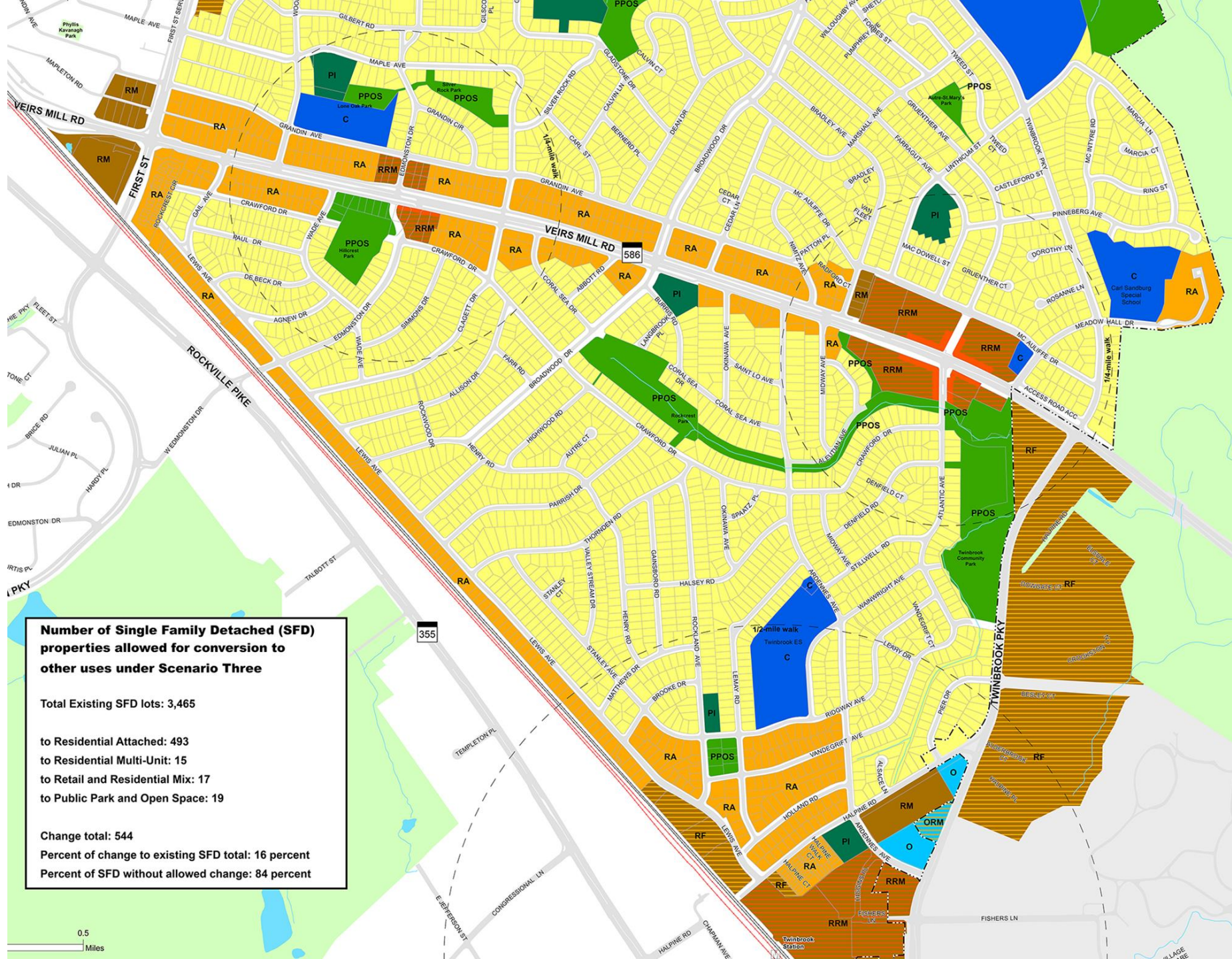
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Percent of change to existing SFD total: 16 percent  
Percent of SFD without allowed change: 84 percent

0.5  
Miles







# **Twinbrook Land Use Scenario Preference Dot Exercise Results**

**May 18, 2017 Glenview Manson**

**Scenario One:            4 blue dots**

**Scenario Two:           14 blue dots**

**Scenario Three:        7 blue dots**

**Note: 25 blue dots total. Yellow dots could be put anywhere, and indicate a second vote.**





## **Written comments on Twinbrook Scenario Two.**

**Edmonston BRT could be changed to Broadwood BRT**

**We need more diversity in housing types to reflect the diversity of Twinbrook.**

**We need more opportunity to create more housing closer to transportation hubs.**

**I prefer Scenario Two plus: limited intensification along Veirs Mill, but yes to #3 Concept of townhouse zoning close to Twinbrook Metro!**

**Better retail for existing residents. No BRT.**

**Creating a cut-through from Gruenther Ave to Veirs Mill will exacerbate the speeding traffic on residential road, already a big problem.**

**Do Not create a cut thru the Twinbrook shopping center to connect Gruenther and Atlantic. Too many cars already speed down Gruenther.**





## **Written comments on Twinbrook Scenario Three.**

**Public-private partnership to facilitate some granny flats, lofts/mixed use**

**I like #3's area near the Twinbrook Metro!**

**Find ways to increase medium and high tech. businesses. (mind + light industrial, creative, preferred, especially high value, low pollution).**





# Discussion